

MARCH 1960

SOUTHERN AUTOMOTIVE JOURNAL

We Shrank Overhead \$42,000

page 71

Volume
page 73

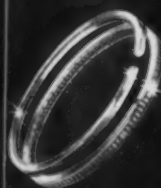
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Volume 40

Number 3

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News from the Chemical Workbench

SERVICE INFORMATION FOR THE PROFESSIONAL FROM PERMATEX

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Here's a new product you've needed: The new, fast-acting Permatex Degreaser-Cleaner. It is specially compounded to do a fast and efficient job for you in degreasing and cleaning auto engines, outboard motors, tools — all metal surfaces soiled with grease, oil and grime.

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other dealers...and
get \$5 for it when
it's published.
PERMATEX PETE



"Condition" Your Cooling System Service

Get Started Early Selling Spring Clean-Out

Increases in horsepower in recent years, coupled with the car buyer's demands for power accessories and air conditioning systems which take valuable underhood space and hamper cooling, require peak efficiency from the cooling system. Many motorists and even the professional tend to forget this need is most vital in the summer months. Profit from a planned program by emphasizing the need for attention to cooling system care *before* the warm weather hits.

Selling Against "Do-It-Yourself"

You have a basic selling argument in appealing to the motorist to bring his cleanout job to you rather than have it become a bungled "do-it-yourself" project. There is more to insuring an efficient cooling system for summer driving than simply draining the anti-freeze, running a quick flush, and refilling with clean water. If you're smart you'll sell the idea that your Clean-Out Special not only includes the above, but also the engine and its related parts—carburetor, timing, spark plugs, etc.

Protect That Engine

The average car owner will recognize the value of a thorough checking of the cooling system in the Fall because he figures he has an investment in anti-freeze. He believes that coolant losses during hot weather driving are less important because he can freely use water to refill the system. These owners must be reminded that the need for maintenance is not based on an investment in anti-freeze, but an investment in a most expensive engine.

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 40

MARCH 1960

No. 3

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3



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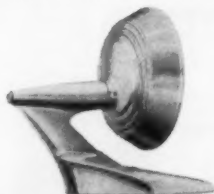
for Cars and Trucks



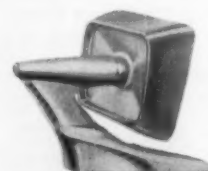
523 New sculptured base supports a massive visored head which shields the 4" double-thick glass against rain, snow and sun. Universal adapter bracket fits fenders for all initial installations: 98% of existing installations—without drilling holes!



297 New approach to mirror design for station wagons, deluxe pick-ups and small commercial vehicles. This sturdy, rustproof visored mirror has a replaceable 5" x 6" glass encased in a rubber channel to seal mirror in, moisture out!



555,556 New double duty. The universal mounting bracket concealed in the base makes these rustproof mirrors perfect for replacement or initial installation use. Both mirrors feature non-glare glass and YANKEE's exclusive "Adjus-to-Lock" replaceable heads which lock securely after positioning. 555, 4½" round, die-cast head. 556, 3¾" x 5¾" diamond-back, oblong head.



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Automotive SPOTLIGHT

March 1960

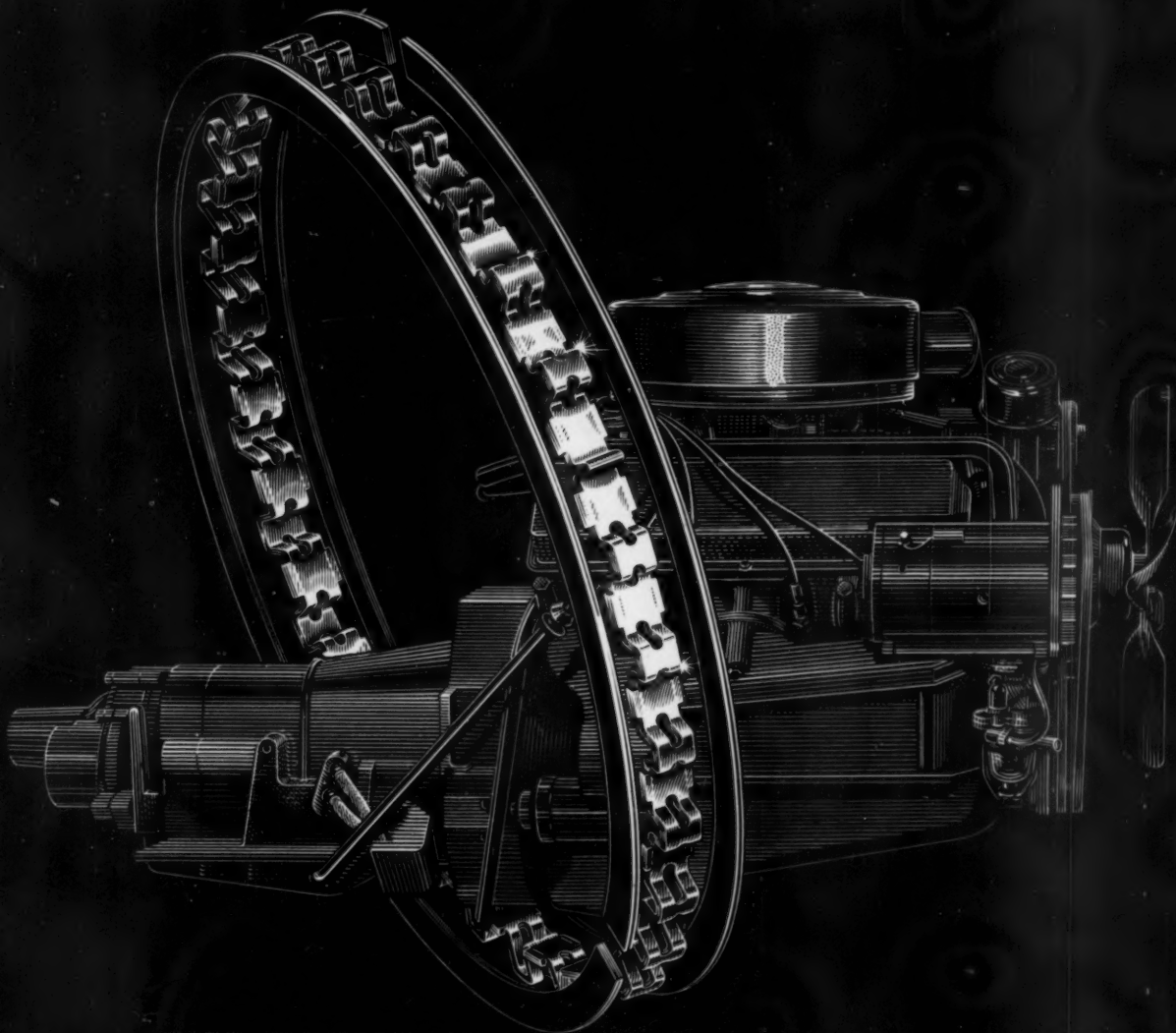
Get ready to service a lot of "compacts." They're rolling in greater and greater numbers off the assembly lines, with a possibility they'll account for half the American production of passenger cars by '63. If a little recession should come by or before then (we're always going up or going down!), that date might be earlier around the corner. Page 11 brings you up to the moment on what the little fellows are doing to the sales market.

The service market's going to boom this year. That's the rolled-together opinions of the men who should know. Buttonholed last month at the big service show at New York, manufacturers known to be conservative forecasters told SAJ editors their volume in parts and equipment this year should range ten to 50% higher than '59's. An equipment producer gave the 50% estimate, while parts suppliers generally ranged between ten to 19%. Any time you take ten per cent of a multi-billion-dollar market, that's a lot of beans.

In eight and not more than ten years, the service market should double. That's what one expert (page 212) told the first annual convention of the Automotive Service Industry Association. And by 1970 the car manufacturers are figuring that sales of 7,500,000 cars a year will be considered normal--fully 15% above what some recent years have been bringing in this country.

Better stick your nose in government's business. It's really your business, but you don't do anything about it until political issues "start to pinch the pocketbook." That's what a native son of the Palmetto State told South Carolina Automobile Dealers Association's annual legislative and business meeting at Columbia last month. James C. Moore, executive vice president of the National Automobile Dealers Association, asserted: "Until we do this (nose poking), we will get just as bad government as we are willing to stand for, when we could get just as good government as we are willing to fight for."

Along Automotive Row: Refiners are not only getting set for a 30% increase in U.S. gasoline consumption by 1970 but also for cars having octane requirements of 103.5 and over by 1966, says Du Pont....Chrysler air-conditioning unit installations will more than double in the next three years, says Bill Braden, general sales manager of Chrysler and Imperial Division. (They've nearly doubled in the last three years from 8.7% in 1957 to 16.7% at the end of January 1960)...."Mechanic on Duty," read the sign on the front of a car at an Asheville, N. C., service station under whose hood could be seen the legs of a "mechanic" poking out. (The stunt brought in extra business and got the front page of the local paper!)....Chevrolet's begun doubling the size of its Baltimore, Md., assembly plant, which will add 800,000 square feet of space. (It will make this the second largest in Chevy's network of ten combination car and truck assembly facilities.)....We've got 70,000,000 motor vehicles now, but by 1976 the highway departments of 48 states expect this to have mushroomed to 114,000,000 that will be driven 1.2 trillion miles that year, consuming 97 billion gallons of fuel....This would mean one vehicle for every two men, women and children, or three vehicles for every four persons of driving age....West Virginia's the ninth state to adopt reflective car license plates as an after-dark traffic safety measure....Rambler was the only maker building cars on a 'round-the-clock basis as this month got underway....The British-made Hillman car will be equipped with a powdered-metal automatic transmission, costing \$199 above the standard models.



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Automotive MARKETS

NADA President Cites Blue Skies Ahead

FRANCHISED automobile dealers today are facing the brightest future in the history of the industry, according to Birkett L. Williams, Ford dealer of Cleveland, Ohio, and newly-elected president of the National Automobile Dealers Association.

Speaking before NADA's 43rd annual convention and exhibition at Washington, D. C., last month, Williams said that in his 45 years in business he had never "faced the future when the outlook appeared so bright, the job to be done so challenging or the prospective reward so great."

Economists forecast an increase in the number of vehicles on American roads by 1969 to 83 million cars and 17 million trucks—a total of 100 million vehicles as compared with today's 59 million cars and 12 million trucks, Williams told his audience.

"Increasing the passenger cars from 59 to 83 million means 24 million new owners coming into the market in the next ten years—an average of 2.4 million each year," he said. "Add this to the four million cars needed annually for replacement and you have an average of 6.4 million car sales per annum from now through 1969."

Numerically speaking, he said that most motor trucks are sold by new-car dealers. "With 12 million presently on the road and allowing a life of 18 years, which is probably on the long side, but conservative for our purposes, it will take over 600,000 a year for replacement. Add to this the 500,000 per year for increase and we will sell on the average 1.1 million trucks a year during the next ten years."

"It looks as if our business will average about 7.5 million motor vehicles a year from now through 1969. And as of today, we think and talk about 6.5 million per year looking mighty good."

1960 Gasoline Demand To Climb 3.8% in '60

TOTAL gasoline demand this year should run at a 4,270,000-barrels-per-day rate—up 3.8% over 1959, according to Du Pont Co.'s Petroleum Chemicals Division.

The increase, which the division predicts may be the "largest for some years to come," hinges on improved domestic demand for motor gasoline. With sales of motor vehicles expected to be second only to the 1955 all-time peak and an increase in personal income, "all signs point toward a good year" for gasoline producers and marketers, according to the company.

Total gasoline production also will be up this year, with the daily average forecast of 4,254,000 barrels running approximately 4.1% ahead of 1959. Total gasoline stocks at the end of this year are expect-

ed to be 193,000,000 barrels, compared with 187,000,000 barrels at the end of each of the last two years.

Service Sales Rose 19.6% Last Year

SALES to the automotive aftermarket of more than 400 manufacturers rose 19.6% last year, according to a survey by Motor and Equipment Manufacturers Association.

The survey disclosed that dollar value of shipments to wholesalers of 114 manufacturers of replacements parts rose 23% in 1959, while repair and maintenance shops purchased 20% more new equipment and service tools last year than in 1958.

Sales of automotive chemicals and accessories last year averaged a gain of 18% over 1958, according

to a poll of over 100 manufacturers.

Institute Cites Cost Of Shabby Car Look

CAR ailments cost the American public close to \$200 million annually, according to Good Car*Keeping Institute, a national organization devoted to improvement of appearance and mechanical condition of America's 70 million vehicles.

The \$200 million figure, according to Vernon Volland, executive director of the institute, represents half the difference between the top and low trade-in value on more than 3,800,000 new automobile transactions in 1958 involving trade-in of a used car.

The calculations did not take into consideration the loss on nearly 8½ million used-cars-only transactions completed during the year. According to Volland, allowances were made for other fluctuating market influences, such as the general condition of the economy, in calculating the trade-in loss.

Volland said that at a recent Chicago dealer's auction there was a price spread of \$170 among four ostensibly identical models of 1956 Chevrolet four doors. A New York state auction turned up three 1957 Ford tudor sedans and the best one went for \$210 more than the poorest.

The losses were recorded in appearance features, a survey of the bidders and auctioneers revealed. Bad paint and chrome were the worst offenders, followed by worn and spotted interior appointments and cushions. Bent antennas and other broken accessories add to the pattern of neglect from which bidders abstracted general mechanical condition of a car without even starting the engine.

The institute's program has won endorsement from many associations in the automotive industry throughout the entire country.

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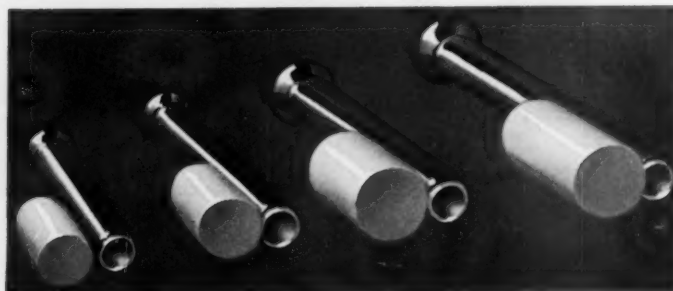
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Automotive NEWS BRIEFS



Combining front-wheel drive with low-gravity design, the Citroen ID-19 features air-oil suspension, disc brakes and rack and pinion steering on a wheelbase of 123". Capable of a top speed of approximately 100mph, it reportedly has a fuel consumption of 34mpg on regular gasoline. The vehicle is said to provide spacious comfort for five adults, including reclining foam-rubber bed-seats.

JANUARY	APRIL	AUGUST	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S
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Looking Ahead

DEALERS

- April 24-26—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- May 1-3—Annual convention of Georgia Automobile Dealers Association, British Colonial Hotel, Nassau, B. W. I.
- May 1-3—Annual convention of Texas Automotive Dealers Association, Driscoll Hotel, Corpus Christi.
- May 5-6—Annual combined conventions of Kansas Motor Car Dealers Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.
- May 5-8—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst.
- May 8-10—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.
- May 13-15—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.
- June 13-15—Annual convention of New Mexico Automotive Dealers Association, Western Skies Motel, Albuquerque.
- Sept. 18-19—Annual convention of Kentucky Automobile Dealers As-

sociation, Sheraton Hotel, Louisville.

Oct. 23-25—Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

Oct. 28-Nov. 2—Annual convention of Florida Automobile Dealers Association in Caribbean cruise in the Hanseatic.

Nov. 13-15—Annual convention of Mississippi Automobile Dealers Association, King Edward Hotel, Jackson.

Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.

Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

GARAGEMEN

March 25-27—Spring convention of Independent Garagemen's Association of Texas, Dallas.

July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.

WHOLESALEERS

March 17-19—Regional conference of Automotive Electric Association, Gunter Hotel, San Antonio, Texas.

March 16-17—Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Sedgefield Inn, Greensboro, N. C.

March 24-27—Southwest Automotive Show, Automobile Building, Dallas, Texas.

April 23—Annual convention of

Automotive Wholesalers of Oklahoma, Skirvin Hotel, Oklahoma City.

June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Hilton Hotel, Cincinnati.

June 5-7—Annual convention of Automotive Wholesalers Association of Tennessee, Castle in the Clouds Hotel, Chattanooga.

June 17-18—Annual convention of North Carolina Automotive Wholesalers Association, Biltmore Hotel, Morehead City.

June 26-29—Annual convention of Automotive Wholesalers Association of Alabama, Holiday Inn Motel, Dauphin Island, south of Mobile.

Aug. 25-27—Annual convention of Kentucky Automotive Wholesalers Association, Kentucky Hotel, Louisville.

Oct. 19-22—Annual convention of Automotive Wholesalers of Texas, Rice Hotel, Houston.

Nov. 16-17—Annual convention of South Carolina Automotive Wholesalers Association, Wade Hampton Hotel, Columbia.

Nov. 17-19—Annual convention of Florida Automotive Wholesalers Association, George Washington Hotel, Jacksonville.

Feb. 13-15, 1961—Annual convention of Automotive Service Industry Association, Los Angeles.

Feb. 16-19—13th annual Pacific Automotive Show, Los Angeles.

GENERAL

Oct. 10-12—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.

Oct. 15-23—National automobile show, Cobo Hall, Detroit.

Oct. 31-Nov. 3—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Senior Tarheel Dealer Dies in Charlotte

LEE A. Folger, 74, founder of Folger Buick Co. in Charlotte, N. C., died last month.

He entered the automobile business in Greensboro in 1907 with Buick Division. Later he was vice president of the C. C. Coddington Co., Inc., of Charlotte and in 1937 founded Folger Buick Co. there. Folger was said to have had the longest continuous length of service of any dealer in the state.

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Compacts Are "Going to Town"

By **BILL HERBERT**
Editor

IF YOU don't already know it—and you probably do—the compacts are going to town.

What's more, "Detroit" knows it too, in most cases.

George Romney, the lively prophet of American Motors Corp., of which he is president, who has been predicting big things for the Rambler and now sees them coming true, has been saying that by 1963 the smaller American-made cars may account for 50% of total production and a decline in the nation's economy might even hasten up that date a bit.

James O. Wright, who was born 47 years ago at Norfolk, Va., and graduated "with high honors" in 1934 from North Carolina State College, had this to say to SAJ editors at a press conference in Washington, D.C., last month in his capacity as a vice president of Ford Motor Co. and general manager of the Ford Division:

The compacts just might account for 50% by 1963, since the small cars are soaking up 30% or better of the market already.

In fact, in view of the continuing success of the Volkswagen, Renault and some other sub-compact jobs from overseas, don't be surprised to see a brand-new Ford product made in this country which will be smaller than Ford's compact Falcon. Wright wouldn't admit that tooling-up was going on for this model, but there are strong reports that this car already is in the process of being born from finished blueprints.

Edward N. Cole, a vice president of General Motors and general manager of Chevrolet Division, told SAJ that "if compacts are accounting for 50% of the market by '63, I'll say that we'll be turning out nothing but compacts then."

Ben D. Mills, a vice president of Ford Motor Co. and general manager of the Lincoln-Mercury Division, which is directing the marketing of the 114"-wheelbase Comet, said the Comet's debut this

month came in the midst of a "consumer revolution" which is having far-reaching effects on the automobile industry.

Said this 45-year-old native of Vian, Okla., who attended Oklahoma A & M in 1932-33:

"For many, many years, the automobile market was reasonably predictable. We had a rather clear-cut distinction between low-, medium- and high-priced markets and each took a relatively predictable share of the total.

"The revolution was foreshadowed by a little cloud, proverbially no bigger than a man's hand, in the form of a slight but statistically significant increase in imported small-car sales in 1955 and 1956. This little cloud was to reach substantial proportions in 1957 and 1958.

"In 1957, however, compact-car sales, including both American-made and imported cars, amounted to only 6.5% of the total sales of cars in this country—hardly enough to warrant immediate entry into this market by large-volume manufacturers. It was significant enough, however, for this company to step up its small-car program."

At the present, he said, compact-car sales are approaching 30% of all automobile sales, "and all bets are off as to the future structure of the American automobile market."

Informed of the other views about the compact field's future, Harry E. Chesebrough, general manager of Plymouth-De Soto-Valiant Division of Chrysler Corp., told SAJ editors:

"It's a little early to know where we will get" with the compacts.

"I don't think anybody knows the timing of this thing," he said.

President Harold E. Churchill continues to see Studebaker-Packard chalk up success with the Lark. At least 25% of the '60 market will be sliced off by the compacts, he said. And that's in contrast to only 15.5% of total in-



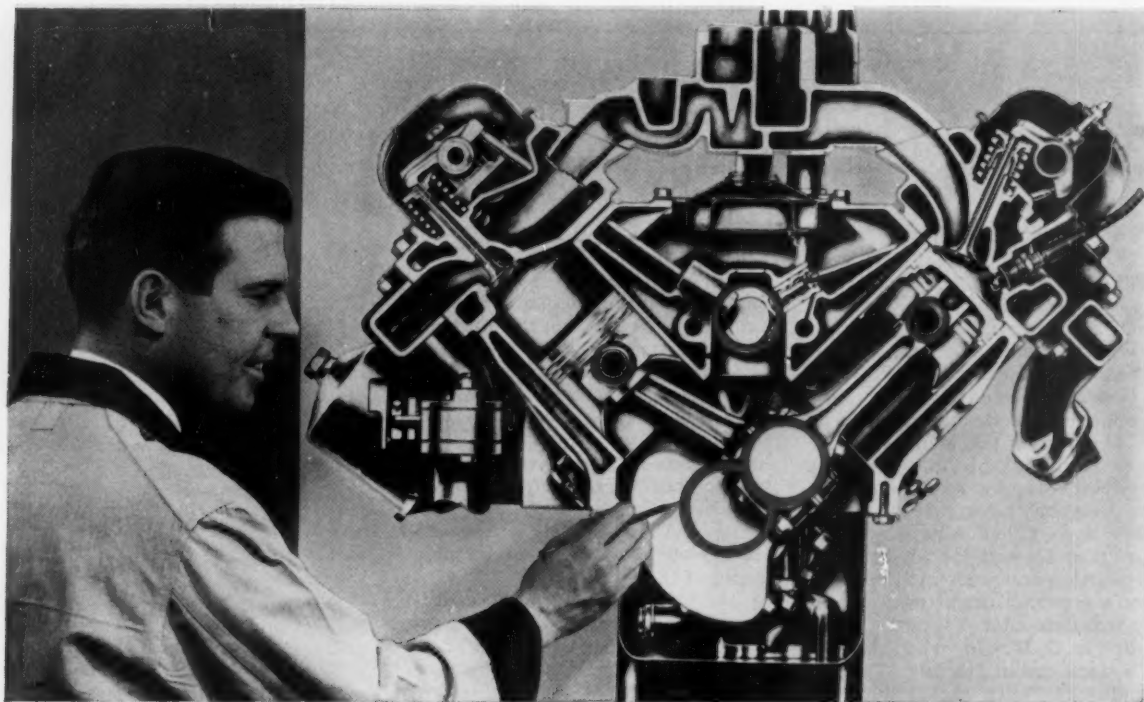
Division of the parts and service department of American Motors Corp. has resulted in the appointment of C. M. Tillinghast (top) as general service manager with direct responsibility for all technical service, service promotion and training activities. John S. Krider (bottom) became general parts and accessories manager. A 26-year veteran of the automobile industry, Tillinghast joined the company in 1943 as parts manager of the Atlanta zone. Formerly a dealership parts manager, Krider joined American Motors in the Atlanta zone in 1947 as a parts and service representative.

dustry output last October. This figure had skyrocketed to 24% by December, though, he pointed out.

Meanwhile, American Motors Corp. is expanding its facilities so that its annual production by this fall can be at a rate of 700,000 units a year, compared with the earlier 400,000 capacity.

President L. L. "Tex" Colbert said last month Chrysler Corp. underestimated the market for "compacts" and as a result would not catch up with Valiant demand until May.

Better products, *faster*, from your Federal-Mogul jobber:



Stretch engine overhaul intervals with replacements of Federal-Mogul bearings



Leaders in quality . . . in ready availability for American and imported car engines

More compact engines, higher ratings per pound of weight, shrunken cooling systems, accelerated speeds, additional accessories, all add up to greater taxation on engine bearing stamina.

Federal-Mogul engine bearings are engineered to meet these exacting demands. That's why engine specialists insist upon Fm bearings to restore like-new power. And as a *plus value*, you give customers improved bearings which stretch overhaul periods.

Unlimited stocks of types and sizes make availability no problem to you. Call your nearby Federal-Mogul jobber today!

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FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN



Falcon May Soon Have Smaller Brother

THE Falcon's likely to have a smaller brother rolling over America's roads within the next year.

J. O. Wright, vice president of Ford Motor Co. and general manager of the Ford Division, asserted in a press conference at Washington, D.C., early last month that Ford was "studying the possibilities of a car smaller than the Falcon" since cars like the Volks-



Vice President Wright

wagen, Renault and others were selling in volume.

Earlier he emphasized that Ford was zeroing on serving whatever turn the consumer demand for passenger cars might take.

"We hope we can meet whatever challenge they offer," Wright said of the growing smaller-car sales trend.

Told by SOUTHERN AUTOMOTIVE JOURNAL editors that some dealers had expressed fears that the current heavy production of cars might have cars "running out of their ears" unless the spring market should turn up sharply, the executive asserted:

"We have no intention of over-producing. We carefully follow the market" and adjust production to the demand.

Production will not be geared to a point which would "adversely affect the dealers' profit," Wright declared.

Daily sales rate of cars by Ford Division in January, he said, was the highest of any period since

World War II.

On a 250,000-mile test run, he said, the mileage for a Falcon with automatic transmission averaged 27.2 per gallon, or about 1.5 miles below one with a standard transmission.

Good Car*Keeping Week Set for May 20-31

PPOINT-OF-SALE banners featuring a comprehensive check for good car keeping are available to retailers and manufacturers to stimulate interest in Good Car*Keeping Week—set for May 20-31, the Good Car*Keeping Institute announced.

A partial list of checkpoints are batteries, chamois, lamps, mirrors, lubrication, ignition system, mufflers, wipers, seat belts, tires, shock absorbers, polish and wax, chemicals and spark plugs.

The three-color banners in two sizes—41½" x 29½" and 22" x 15½"—are available at cost to any retailer or manufacturer who wishes to participate in the week. Central theme of the promotion is "Inside . . . Outside . . . Under the Hood . . . it's GOOD CAR*KEEPING time!"

13 Southerners Meet With GM Council

THIRTEEN Southerners among 38 General Motors dealers representing both large and medium-sized cities in the United States and 12 Canadian dealers who participated last month in a three-day session of the GM President's Dealer Advisory Council in Detroit were:

Large city group—W. W. Bland of Bland-Willis Cadillac Co., Houston, Texas; G. A. Fogarty of Hicks Chevrolet, Inc., Washington, D. C.; M. G. Griffith of Griffith Oldsmobile, Inc., Kansas City, Mo.; F. M. Late of Friendly Chevrolet Co., Dallas, Texas; L. B. McCormick of Chip Barwick Chevrolet Co., Memphis, Tenn.

Medium city group—Harry W. Bygel of Bygel GMC Truck Co., Inc., Albuquerque, N. M.; E. B. Collard, Jr., of Collard Chevrolet Co., Leavenworth, Kan.; Dale Critz of Critz Buick Co., Savannah, Ga.; Howard W. Mitchell of Mitchell Motors, Pensacola, Fla.; Lester E.

Moody of Moody Pontiac, Inc., Fort Lauderdale, Fla.; R. E. L. Morefield, Jr., of Modern Chevrolet Co., Inc., Winston-Salem, N. C.; J. W. Pickens of J. W. Pickens Co., Orangeburg, S. C., and Frederic W. Schermerhorn of Colonial Chevrolet Co., Wilmington, Del.

Tennessee Garagemen Name Frank J. Allen

FRANK J. Allen of Nashville was appointed executive director of the Independent Garage Owners of Tennessee at that group's quarterly board meeting Feb. 6 at the Andrew Jackson Hotel in Nashville.

President John W. Baker of Kingsport announced the action was taken because of the growth of the association and the need for expanding its services. All units throughout the state, he said, have reported "remarkable growth, both in membership and in interest."

Plans are being made to hold organizational meetings in the principal cities of the state within the near future, he said.

The annual state convention of IGOT will be held in Nashville May 13, Allen announced.

Florida Dealers Plan Caribbean Cruise

PLANs for its 1960 convention to be held aboard the ocean liner "Hanseatic" during a Caribbean cruise have been announced for next fall by the Florida Automobile Dealers Association.

Conventioners will leave Port Everglades (Fort Lauderdale) on Oct. 28 and return on Nov. 2. The schedule calls for a day at sea Oct. 29 and arrival at Montego Bay on Oct. 30. The next day will be spent at Port-au-Prince.

Winston-Salem Names Matthews

The Winston-Salem (N. C.) Automobile Dealers Association has named Odell Matthews of Odell Matthews Motors, Inc., president. Vice president is Philip N. Froleich of Central Carolina Motors and Bill T. Stanley of Piedmont Motor Sales Co. is secretary-treasurer.

We're grateful that Fleet Owners are tough buyers!



Years ago

a group of profit-conscious fleet owners proved to us that about 10% added to the cost of a remanufactured engine, by using all new parts, and putting the finished product thru a full-load dynamometer test, would result in an engine that would give them 70% longer life. Truly they forced us to produce the quality engine that provides the nation's "lowest cost per mile" operation.

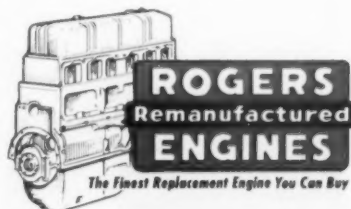
Today

fleet owners are proving by their purchases that they appreciate the plus values built into the Rogers Remanufactured Engine by taking 52% of our total production. The other 48% of our plant output is being sold by garagemen and car dealers to individuals who also appreciate the fact that cost per mile is the only measure of engine value.

DEALERS THROUGHOUT THE SOUTHEAST are profiting through the installation of the Rogers Remanufactured Engine and providing their customers with the nation's only dynamometer-tested remanufactured engine.

IF YOU DON'T KNOW the complete story behind the Rogers Remanufactured Engine ask your jobber representative for the details, or write the John Rogers Co., 1060 Huff Rd., N.W., Atlanta, Ga.

REMEMBER YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL!



Dealers' Profit Averages 1.4% of Sales

COLLECTIVE profits of the new-car dealers averaged out at the end of 1959 to a final figure of 1.4% of sales, before federal taxes, or \$70 per new unit sold, according to the National Automobile Dealers Association.

"While this was below the 1.8% average reported at the end of September, it was better than many had anticipated when the steel strike forced a drastic curtailment of new car production," said NADA.

It was also the best yearly showing since 1955, when the average stood at 1.7%.

12.1% of the dealers showed some operating loss, but for the most part these losses were not heavy ones. The comparable figure at the end of nine months was 11.7%.

Production difficulties in the later months did present the opportunity for better deals on those models available, and the dealers' gross was further bolstered by factory "build-out" bonuses and incentives taken on the books in the final quarter, NADA said.

Wash-out gross on new- and used-car sales rose to \$410 per new unit and 9.8% of sales, while total gross from all departments reached 15% of total sales.

Selling expenses showed little change, but the operating expense ratio, reflecting the drop in car volume, rose to 10% from the nine months' average of 9.7%.

Car absorption (the ratio of wash-out gross, after selling expenses, to fixed overhead) fell to 44.3% from the year's high of 49.6% at the end of June.

New-car inventories at year's end averaged 11.6 per dealer for an estimated total of 429,000—a 30.1 days' supply at the current rate of movement.

Used-car stocks of 27.2 per dealer showed little change through the last quarter.

Net worth, or the actual amount dealers have invested in inventories, cash and facilities for doing business, averaged \$118,921 per dealer on December 31, for a combined total of nearly \$4½ billion.

"Off to a slow start as this is written, most predictions for the automobile business in 1960 have been extremely optimistic," said NADA. "Regardless of general conditions, history records that there will be the usual ups and downs, which are inevitable and must be accepted. If there is any one lesson that always emerges from the dealer figures that go to make up this report, it is that the priceless ingredient for any dealership is flexibility, or the ability to 'rock with the punch.' This means, of course, the kind of day-to-day awareness and control of the cost of doing business that enables a dealer to take full advantage of any upturn in sales without a corresponding increase in expenses. Even more importantly, it works in reverse to bring about a quick adjustment of overhead to meet the periods of declining volume."

Safety-Check Program Set for May, June

FOR the fifth consecutive year, automotive and tire manufacturers have made available to the Auto Industries Highway Safety Committee special field representatives to help states and communities organize and conduct voluntary Vehicle Safety-Check programs during May and June, Committee Chairman Charles C.

Freed announced.

"By assigning 21 members of their own staffs to the nationwide Vehicle Safety-Check program for three months," Freed said, "the auto and tire companies are demonstrating personal concern that vehicles designed for safe operation are kept in top driving condition by owners and operators of the nation's 70 million vehicles."

"The number of traffic accidents caused by unsafe vehicle condition

is not always known, due to unrecognizable damages, lack of uniform accident reporting and unwillingness of many drivers to admit maintenance neglect. However, the best driver can become an accident statistic if his car is not mechanically safe."

During March, April and May of this year, the 21 special field representatives will work with state and local public officials and citizens' groups to help organize voluntary Vehicle Safety-Checks in 31 of the states not requiring periodic motor vehicle inspection. Check lanes are set up on city streets, at military installations, on school and industrial parking lots, or in the service departments of participating dealerships, garages and service stations.

The program, conducted annually, is co-sponsored by the Auto Industries Committee and *Look* magazine, with the cooperation of the Association of State and Provincial Safety Coordinators.

Special field representatives assigned to the South are:

James M. Russell of Dodge Car & Truck Division, Chrysler Motors Corp., Arkansas and Oklahoma; D. A. Geil of Dodge Car & Truck Division, Missouri; Jack A. Goggin of GMC Truck and Coach Division, Louisiana and Mississippi; L. E. Taylor of Chevrolet Motor Division, Kansas; Julius E. Anderson of The General Tire and Rubber Co., Alabama and Tennessee; Paul W. Barnard of The B. F. Goodrich Co., Maryland, and James R. Rutherford of Goodrich, North and South Carolina; Joseph R. Fassel of Studebaker-Packard Corp., Kentucky, and Rudolf Ruyl of United States Rubber Co., Georgia and Florida.

Chevrolet Moves McGuire

William H. McGuire, Jr., Oklahoma City assistant zone manager for Chevrolet, has been named assistant manager of the division's owner relations department. The appointment by General Sales Manager K. E. Staley returns McGuire to the central office, where he was an assistant manager of the dealer organization and analysis department about three years ago.

Universal IN ACTION...



Quality at UNIVERSAL UNDERWRITERS CONTINUES IN THE FIELD

Our representatives are trained *specialists* in insurance for the franchised dealer. They are specially equipped to analyze your insurance program and recommend coverages designed to meet your specific needs economically. Universal Underwriters representatives take pride in their work. They provide top-quality service, and the finest insurance in all the world.

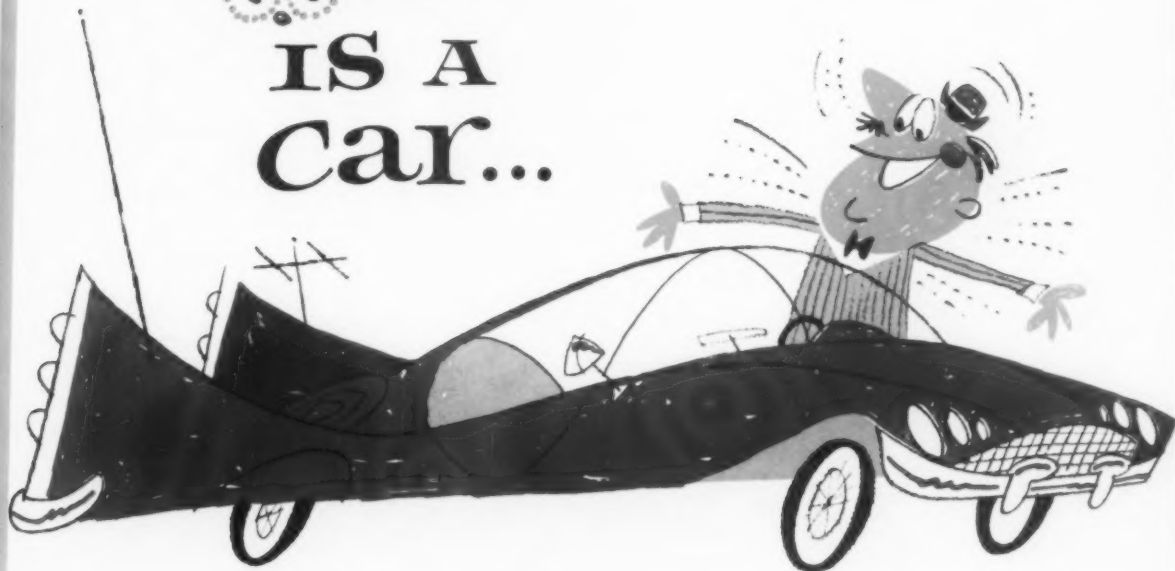
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This IS A Car...



it HAS Original equipment Paint!

It may be a new car



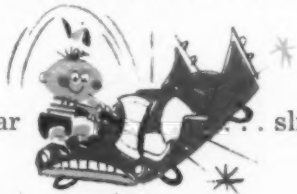
or maybe not so new



Sometime

during the life of this car some of the paint will come off. This may be caused by

wear and tear



... slight miscalculations



or other

causes



When this happens, the owner of the car has two choices.

He can get rid of the car



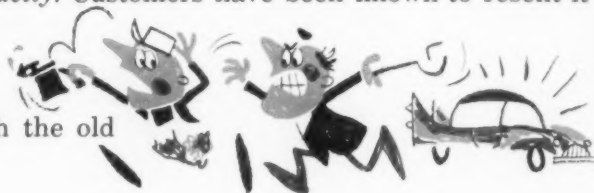
or he can have the paint replaced. Most

people seem to prefer the latter. This is where you come in



First you must determine what kind of paint is on the car. Then you must have the right kind of paint to match it... *exactly*. Customers have been known to resent it

when the new paint does not match the old



The boys who sell the paint made by the original equipment manufacturer are making a lot of noise about acrylics



Don't be fooled



... for every car you refinish with acrylics



there will be 33

which do NOT need acrylics



That's why Martin Senour is the line for you. Martin Senour

not only has the finest acrylic system but also has the perfect answer to every

refinishing and repair job. Martin Senour... the line designed for the *shop* not the

factory!



refinishing can be Easy!

Well, maybe not quite that easy but it is a lot easier if you have the right finishes for any job. Look at the Martin Senour Profit Parade of finishes . . . finishes for any car, for every car.

LACQUERS

not new



Not new—not experimental—not magical—the Martin Senour high solids lacquer system is the tried and proven *best* method of refinishing all lacquer jobs. Designed for the vast majority of the 60 million cars now on the road. It includes such outstanding items as

#6249 PSG Coat

#6256 Red Neu Sand Lacquer Primer Surfacers

not experimental



not magical



#6257 Dark Gray Neu Sand Primer Surfacers

#5050 Lacquer Color Solv

#6291 Blue Bond Lacquer Thinner

Millions upon millions of gallons have been applied to automobiles over the past 30 years. Millions of satisfied owners will testify to their excellence.

ENAMELS

No problem when you use Martin Senour products. Proven best where it counts . . . in thousands of shops all over America. Martin Senour Synthol Enamel . . . unexcelled by any product for economy, beauty, and ease of application. The favorite for over 30 years. Use it with

#8005 Synthol Color Reducer

#8097 & 8098 30 minute synthetic primer

#8093, 8094 & 8095 Synthetic primer for fleet and commercial work

All of these proven Martin Senour products are "musts" for the 1960 refinishing market. Don't forget, the Martin Senour products you have been handling for years will take care of 97% of your 1960 business. And for 1960, to enable you to handle the remaining 3%, Martin Senour brings you the finest acrylic system available anywhere!

ACRYLICS

Dytho-Lac . . . the versatile acrylic. Especially shop engineered by Martin Senour to equal or exceed any advertised acrylic finish on the market. Unexcelled for depth of color, gloss, or ease of application. Gives a perfect match every time even in the new high polychromatic finishes.

#6252 Light Gray Crisp Sand Primer Surfacers—specifically designed for use under acrylics. Its smaller particle suspension enables it to fill even the tiniest scratches better than any other primer surfacer . . . superior color holdout too!



#3095 Twin Thin Thinner—Twin Thin reduces all acrylics and lacquers. Has excellent anti-blushing characteristics . . . specially formulated to give all paint jobs that deep quality look. There is nothing that Twin-Thin can't reduce . . . well, almost nothing.



The Martin Senour Pin-up Sheet on Acrylics

Your Guide to Refinishing

PREPARATION

ETCHING METAL:

Steel—Clean with 6383 to remove oil or grease. Etch #79 Metal Prep reduced 2-1 with water. Wipe dry while still wet.

Aluminum—Same. Use #44 Alumniprep instead of #79.

CLEANING:

Old Finishes: Acrylic, Lacquer, Enamel—Clean old finish with 6383. Wax, road film, grease and oil must be removed before sanding. 6383 will not harm Acrylic.

SANDING:

Old Finish—Featheredge and level damaged areas. Dry sanding is permissible, but water sanding with 320 grit sandpaper is recommended.

UNDERCOATS

REDUCTION:

Thin 6252 Crisp Sand with 6291-98-95, 150 or 200% (1½ or 2 gallons of thinner to 1 gallon 6252)—stir thoroughly.

APPLICATION:

Spray medium wet coats allowing ample drying time between coats. Spray enough coats to fill file and grinder marks or to level featheredged areas.

SANDING:

Sand and level these areas with 320 grit sandpaper. Very thorough sanding of the old finish that is to be refinished is necessary with 400 grit sandpaper.

APPLICATION:

"Seal Coat"—Best results are obtained after this levelling work is completed, by applying a "seal coat." One more medium or light coat of 6252 Crisp Sand thinned 200% will dry very smooth and will not need sanding except at the edge to remove overspray.

SANDING:

Sand this coat only at the edge with fine sandpaper. If dust or small particles are found in the "sealed" area, it may be lightly scuffed with fine dry sandpaper.



are found in the "sealed" area, it may be lightly scuffed with fine dry sandpaper.

COLOR

REDUCTION:

Stir Dytho-Lac color very thoroughly and thin with 3095 Twin-Thin. 150%. (1½ gallons of thinner to 1 gallon of Dytho-Lac.)

APPLICATION:

Spray medium wet coats only—do not spray dry coats! Do not spray heavy coats! Apply 3 or more coats until proper depth and coverage have been obtained. Each coat must be allowed to flash off before another coat is applied. To blend in repair spots, add 200% of thinner to the thinned Dytho-Lac and mist spray over edge of patch before the patch has dried. As a retarder use 6288 Hi-Flo—1 oz. to each quart of reduced material.

FOOTNOTES

#77 Squirtz: If silicone fish eye trouble is encountered, #77 Squirtz may be used. One tube per quart of unreduced material.

Compound Rubbing: A four hour air drying time is required before Dytho-Lac may be successfully compound polished—overnight drying is recommended. Drying time can be reduced by use of drying lamps.

Mechanical compounding is best.

Polish and Care: Washing is generally sufficient to keep Dytho-Lac finishes clean and beautiful.

Ordinary polishes that do not contain wax are not harmful. Wax may be applied if so desired after 90 days.

All Martin Senour products are distributed exclusively by N.A.P.A. See Your N.A.P.A. Jobber Today.



Martin Senour . . . World's Leading Producer
of "Shop Engineered" Products.

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Automotive Division

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MARTIN SENOUR'S



BeFore Painting

Use The Famous Martin Senour #6383 Kleanz Easy All Purpose Surface Cleaner

The perfect answer to surface preparation requirements. Removes grease, road tar, oil and other residue . . . also removes all waxes and most forms of silicones.

6 ways Better:

1. Stronger solvents for deeper, quicker cleaning action.
2. Dries quickly . . . leaves no film.
3. "Chemically Clean" . . . specially designed to prepare all surfaces to receive acrylics.
4. Prepares surface for any type of finish.
5. Removes grease, oil, road tar, wax, dirt and most silicone polishes from acrylics, old lacquer and enamel surfaces without damaging the surface.
6. Unlike most cleaners; will not damage acrylic finishes.

After Painting

The Fabulous New Martin Senour #6360 White Speedy Rubbing Compound

An all new fine cutting paste specifically engineered with the correct abrasion quality to bring out the full rich beauty of acrylic or lacquer finishes. Usable with any type of finish. Puts the perfect finishing touch on any job. *Ideal for appliance re-finishing too!*

Here's Why Martin Senour Speedy White Rubbing Compound Outperforms All Others

- Does not show in cracks or seams in light surfaces like old fashioned rubbing compounds tend to do.
- Won't stain the delicate pastel shades . . . this will be even more important with the new 1960 shades.
- Precision engineered abrasive quality brings out the beauty of acrylic finishes as no other compound can.
- Will not damage the gloss of any surface . . . can be used on lacquers or enamels.

If you want something you can pin up to
really pin down acrylic repairs

TURN This PAGE OVER!



the N·A·P·A "Parade of Parts" saves your time

• *you name it* • *we have it*
• *or can get it overnight*

● The N·A·P·A system of Warehouse distribution of parts through automotive jobbers on a uniform and nation-wide basis has been developed over a period of 36 years.

Today the N·A·P·A system is the most complete, highly organized and experienced in the industry. Its 45 Warehouses (each stocking upward of 55,000 numbers) serve more than 3,000 N·A·P·A Jobbers. . . . Through these N·A·P·A Jobbers, you can depend on speedy and complete service of a type *nowhere else available* on nationally advertised lines of genuine quality.

A *plus-factor* is the confidence which millions of car and truck owners have in the N·A·P·A Seal—confidence which will be further strengthened by still another four-page N·A·P·A Parade of Parts advertisement in the April 16th issue of The Saturday Evening Post.



Through completeness of coverage—fast service—and public knowledge, N·A·P·A constantly leads the way to *more volume*—and *more profit*—for the shops who depend on the N·A·P·A Jobber as their No. 1 source of supply.

*the most
complete
group of
nationally
advertised
lines in the
industry*

National Automotive Parts Association, Chicago, in behalf of the thousands of independent

N·A·P·A JOBBERS

who supply the automotive repair trade from coast-to-coast with these—and many other—nationally advertised brands of quality automotive parts and supplies.

N.A.P.A.

"Parade

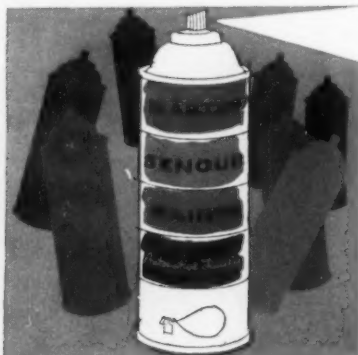
nationally advertised brands of genuine quality for



Soundmaster

This is the season! Now is the time to check winter-weary exhaust systems on every car . . . and replace them with Soundmaster. Be sure you're strongly identified as "muffler headquarters" in your neighborhood . . . with any of the Soundmaster displays available through your N-A-P-A Jobber.

DE KOVEN MANUFACTURING COMPANY
RACINE, WISCONSIN



PERFECT MATCH EVERYTIME WITH MARTIN SENOUR Spray Paint

- For cars—all popular colors available
- For farms—ideal for tractors and equipment
- For home—perfect for appliances, furniture, decorative effects
- Plus new high visibility fluorescent colors

MARTIN SENOUR PAINTS
CHICAGO, ILLINOIS



FLEET Bipod Bumper Jacks

The steadiest and safest bumper jack made! FLEET Bipod Bumper jacks entirely eliminate danger from tipping or slipping while in use. Hinged load rest fits all bumper contours. Easy to operate, nothing to put together or take apart. Convenient waist-high crank lifts heaviest cars without strain. Two models for personal use and heavy-duty model for service calls.

EDGEWATER AUTOMOTIVE DIVISION
ST. JOSEPH, MICHIGAN



Sell New Car Performance

No tune-up job is complete unless the Contacts, Condenser, Coil, Distributor Cap, Rotor and Voltage Regulator are thoroughly checked and replaced when needed. Please your customers and pocket the profits—install these ECHLIN Quality Parts every time!

ECHLIN MANUFACTURING COMPANY
BRANFORD, CONNECTICUT



B*K Compression Tester

Tired of craning your neck to read the dial on a compression tester? Then this B*K model with snap-off head is your answer. Just remove the head from the adapter and look at the dial. It holds an accurate reading until you press the release valve.

B*K SERVICE PRODUCTS
INDIANAPOLIS, INDIANA



MAC'S-IT KIT

. . . consists of a pint of cleaner and a 4 oz. can of tough durable glaze that will protect your car's finish from scratches and weather oxidation for over a year . . . Try it and you too will say—"Don't Wax It, Mac's It!"

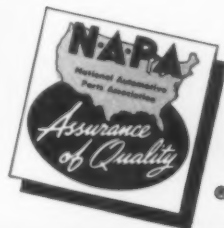
MAC'S SUPER GLOSS CO., INC.
LOS ANGELES, CALIFORNIA
CINCINNATI, OHIO

NAPA "PARADE OF PARTS" (continues)

Your N-A-P-A Jobber is

of Parts"

CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Famous Hand Tools

A complete Line of top-quality, professional Tools—including the great new Automatic Transmission Tools that open up this money-making service for you. New Britain Tools are engineered to handle all of today's repairs and services—faster for you.

THE NEW BRITAIN MACHINE COMPANY
NEW BRITAIN, CONNECTICUT



Complaint, Cure and Method

It's all here in one working manual... how to perform adjustments on every American-made automatic transmission—as well as preventive maintenance procedure. Fully illustrated, completely detailed, it's available from all N·A·P·A Jobbers.

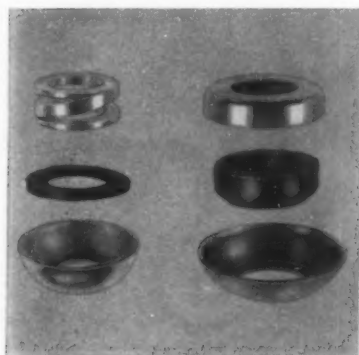
MICROTEST GEAR COMPANY
INDIANAPOLIS, INDIANA



WEATHERHEAD POWER STEERING

Why take chances? Replace faulty power steering lines with Weatherhead hose assemblies. Sizes and types to fit every car—the most complete line on the market. Standard equipment on most U. S. cars. Ask your N·A·P·A Jobber about special high-profit assortment deal available now.

THE WEATHERHEAD COMPANY
FORT WAYNE, INDIANA



Ball Joint Repairs

You can eliminate looseness and play in ball joint steering with a Balkamp repair kit. No adjustments are needed after installation, and the permanent repair holds front end alignment firmly and accurately.

BALKAMP, INC.
INDIANAPOLIS, INDIANA



BRIGGS Shock Absorbers

Half the cars on the road need new shock absorbers. Get your share of the big profits on shocks in 1960. Cash in on Briggs' sales helps that sell for you.

THE BRIGGS SHOCK ABSORBER COMPANY
CLEVELAND, OHIO



Modac Fan Belts and Hose

Modac Fan Belts and Hose are made with top quality material and workmanship to give long, dependable service—giving your customers top protection against costly and annoying breakdowns. Custom-engineered for easy installation and perfect fit, Modac Products are certain to make more satisfied customers for you.

NATIONAL PRODUCTS, INC.
DENVER, COLO.

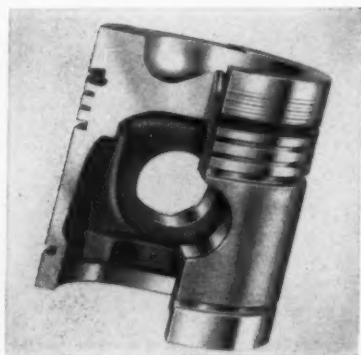
a Good Man to KNOW!

NAPA "PARADE OF PARTS" (continues)

N.A.P.A.

"Parade

nationally advertised brands of genuine quality for



ZOLLNER Pistons

THE ORIGINAL EQUIPMENT LINE

Expertly engineered pistons make a big difference in efficiency and upkeep cost. Pistons by Zollner are the dominant choice of fleet owners. Over 70% of all makes of trucks and buses are Zollner equipped.

ZOLLNER CORPORATION
FORT WAYNE, INDIANA



MicroTest Timing Gears

For maximum performance for Heavy Duty Engine overhauls—replace Timing Gears in SETS—ask your N·A·P·A Jobber for Micro Test Gear Sets with Factory Preset BACKLASH.

MICROTEST TIMING GEARS
CLEVELAND, OHIO



Monmouth Engine Bearings

For trouble-free installation and maximum performance, specify Monmouth Engine Bearings—original equipment in most makes of engines. Monmouth Bearings are preferred for replacement by all who seek the highest quality and the best service.

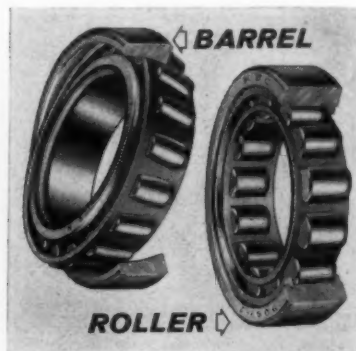
CLEVITE SERVICE DIVISION
CLEVELAND 3, OHIO



Dana Products

Just as practically all vehicle makers depend on DANA-made Products, you can depend on Spicer and "Mechanics-Type" Universal Joint Kits; Spicer Transmissions; Spicer Power Take-Offs and Joints, and Monmouth Clutch Plates.

DANA CORPORATION
TOLEDO 1, OHIO



RARITAN Bearings

Raritan Barrel Bearings—flexible and self-aligning—withstand the overloads imposed by shaft deflection and misalignment at today's higher power and speeds. When a barrel bearing needs replacement, replace with a Raritan—metallurgically superior and dimensionally correct.

RARITAN BEARINGS
WEST TRENTON, NEW JERSEY



Safe—Sure—Easy to Install

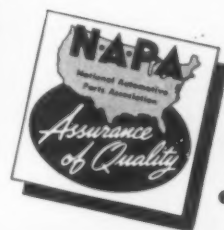
- Battery Cables
- Spark Plug Wire Sets
- Cord Lights
- Extension Cords
- Cord Reels

BELDEN MANUFACTURING COMPANY
CHICAGO, ILLINOIS

NAPA "PARADE OF PARTS" (continues)

Your N·A·P·A Jobber is

of Parts"



CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Handy Aerosol Sprays

B*K Engine Degreaser removes oil and grease deposits from auto engines, power mowers, outboards. Just spray on, let soak, rinse clean. B*K Sealer is ideal protection for ignition systems, chrome and tools . . . against rust, tarnish. B*K Fire Extinguisher smothers fires up to 10 ft. away. Also eliminates vapor lock.

B*K SERVICE PRODUCTS
INDIANAPOLIS, INDIANA

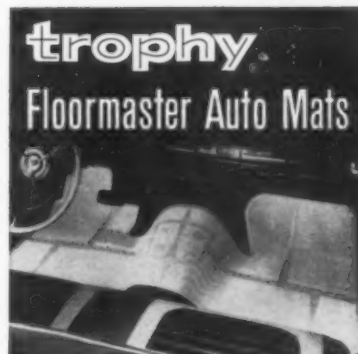
Allied
Engine Parts

- Pistons
- Piston Pins
- Cylinder Sleeve Assemblies
- Valve Tappets and Lifters
- Valves
- Valve Seat Inserts
- Valve Locks and Springs
- Water Pumps

Precision Is the Key

The rigid demands of today's high-powered engines can't be compromised. Now, more than ever, replacing engine parts is a job that requires precision parts. So rely on nationally advertised parts you know . . . Allied. Each meets the industry's highest standards for both material and precision.

ALLIED AUTOMOTIVE PARTS COMPANY
INDIANAPOLIS, INDIANA



New One-Piece Protection with Crest Ornamentation

Complete door-to-door coverage over hump and up slope. Catches dirt, mud and water—easy to brush or shake clean. Beautiful selection of colors to complement today's cars. Engineered sizes to fit all modern cars including the new 'compact' models.

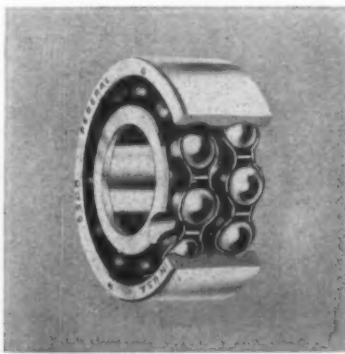
RUBBERMAID INC.
WOOSTER, OHIO



TRICO Wiper Blades and Arms

No More Fumbling . . . TRICO Wiper Blades and Adjustable Wiper Arms fit ALL windshields on ALL cars up to 20 years old. Just snap them on . . . Triple Actions for flat windshields; Rainbows for curved . . . See how much better they wipe the rain and clean off traffic film. For safe driving vision, urge customers to replace their blades once a year.

TRICO PRODUCTS CORPORATION
BUFFALO 3, NEW YORK



Federal Ball Bearings

Most complete ball bearing line for the automotive industry. Used as *original equipment* on millions of vehicles by leading manufacturers. Chosen by repairmen as the ideal replacement bearing. *Federal Ball Bearings* are dependable—backed by the dependable source of supply—your N.A.P.A. Jobber.

THE FEDERAL BEARINGS CO., INC.
POUGHKEEPSIE, NEW YORK



BEWARE OF TIRED TIRE VALVES . . . Install New BRIDGEPORT Valves

When you mount a new tubeless tire always install a new Bridgeport Tire Valve for extra safety. You and your customer benefit. Bridgeport valves are ruggedly built to give lasting service. Bridgeport manufactures a complete line of quality tire valves and accessories.

BRIDGEPORT BRASS COMPANY
BRIDGEPORT 2, CONNECTICUT

a Good Man to KNOW!

NAPA "PARADE OF PARTS" (continues)

N.A.P.A.

"Parade"

nationally advertised brands of genuine quality for

Allied

Chassis Parts

- Ball Joint Assemblies
- Coil Springs
- Control Arm Assemblies
- Drag Links
- King Bolt Sets
- Shackles
- Stabilizer Kits
- Steering Arm Idler Kits
- Tie Rod Ends

Don't Gamble

Safe steering and handling for your customers' cars depends on these chassis parts. When replacements are needed, give them the safety of a brand name you *know* . . . Allied. You can put your faith in the rigid standards every Allied part must meet to carry them safely.

ALLIED AUTOMOTIVE PARTS COMPANY
INDIANAPOLIS, INDIANA

**NEW-CAR
STOPPING
POWER**

FOR OLDER CARS WITH

*American
Brakeblok.*

America's Safety Brake Lining

Sells Best—Stays Sold

You can service more cars with smaller stocks of American Brakeblok because it's **FRIC-TIONEERED** for power or standard brakes. Same lining as used in many top new cars. Protects your reputation for better jobs. Call your N·A·P·A Jobber.

AMERICAN BRAKEBLOK DIVISION
BIRMINGHAM, MICHIGAN

YOU GET MORE
FOR YOUR
MUFFLER
MONEY



Soundmaster

This is the reason! With Soundmaster you get sound engineering for full range sound control without power loss . . . plus rust resistant materials wherever needed, *both inside and out*. No competitive line can top Soundmaster in life and performance. Give your customers more for their money with Soundmaster.

DE KOVEN MANUFACTURING COMPANY
RACINE, WISCONSIN

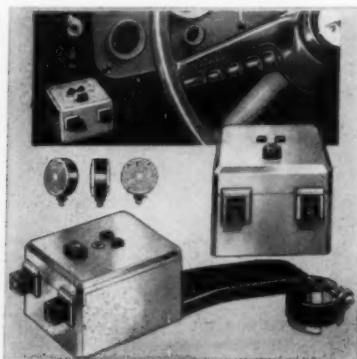
BALKAMP REPLACEMENT LENSES



Balkamp Tail Light Lenses

Lens replacement is an item motorists seldom remember to ask about. That's why this Balkamp display pays off. You have Ford, Chevy and Plymouth lenses right on the board. And full Balkamp coverage as close as your N·A·P·A Jobber.

BALKAMP, INC.
INDIANAPOLIS, INDIANA



New Type Switch Gains Acceptance

Visall's 628 Push Button Switch proves itself in performance and efficiency. Operates turn signals, provides four-way flashing and stop light control. Dash or steering column mounting. Lifetime guarantee against signal switch trouble. For use with Visall's Class A and competitive turn signals.

VEHICLE PRODUCTS COMPANY
CINCINNATI, OHIO



Choice of Car Factory Engineers

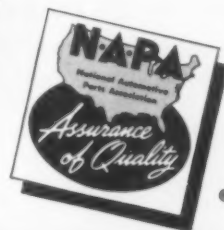
The advantages which the Thomson "HP" Thermostat brings to all *pressurized cooling systems*, are confirmed by its choice by most car factory engineers. The reverse-acting, tight-sealing poppet valve and thermal actuating unit introduced by Thomson become more widely used every year. For other systems use the Thomson Electro-Fused bellows-type.

STANDARD-THOMSON CORPORATION
BOSTON, MASSACHUSETTS

← NAPA "PARADE OF PARTS" (continues)

of Parts"

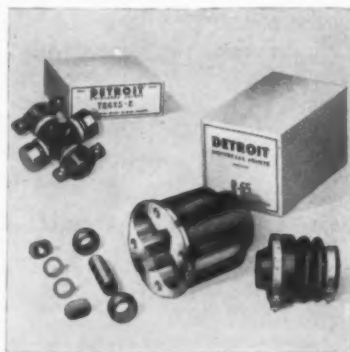
CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



SIMPLE STEP FOR EXTRA PEP DUCKWORTH® Timing Chains

Worn timing chains can cut engine performance—increase oil and gas consumption. A simple step for maximum pep is to always check the timing chain on every overhaul job. If the chain is worn or stretched, replace with a new Duckworth Monoflex Chain.

CHAIN BELT COMPANY
410 PLAINFIELD ST. • SPRINGFIELD 1, MASS.



Detroit Universal Joints

Continuous use by vehicle manufacturers is proof of their superior performance.

Enjoy Bigger Service Profits by using genuine Detroit Repair Kits. They are produced by the manufacturer of the original equipment; your assurance of easy installation and customer satisfaction.

DETROIT UNIVERSAL DIVISION
DEARBORN, MICHIGAN



For Safety's Sake—UNITED

Hydraulic brake wheel cylinder cups must withstand severe heat and pressure every time you apply your brake. That's why United makes them of special HHR (High Heat Resistant) rubber which meets or beats all Government specifications as to quality. Be safe—insist on United.

UNITED PARTS DIVISION, CHICAGO ILL.
ECHLIN MFG. CO., BRANFORD, CONN.



Prospect Carpet Design Rubber Mat

Lush and rich appearing as fine carpeting—yet rugged and strong for long, hard wear. Accurate fit as only Prospect's built-in Contour feature can fit. Undercut felt pad adds greater cushioning and insulation. Others may try to duplicate, but Prospect still leads in quality, style, coverage and packaging. Rear and trunk mats also available.

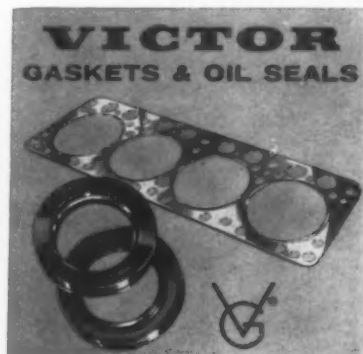
PROSPECT RUBBER COMPANY
CLEVELAND, OHIO



Transmission and Overdrive

You will find the Dittmer line of Standard Transmission Gears, Shafts and Overdrive Parts the most complete in the replacement field. Highest quality—a Dittmer tradition since 1919. It pays to use the best, particularly if the best does not cost more.

DITTMER GEAR DIVISION
AUBURN, INDIANA



VICTOR Gasket and Oil Seals

Prevent Power and Lubrication Loss. Only a tightly sealed engine can deliver its maximum power . . . and only tightly sealed bearings can perform at their best. That's why most service shops rely completely on Victor quality replacement gaskets and oil seals for all cars, trucks, buses and tractors.

VICTOR MANUFACTURING & GASKET CO.
P. O. BOX 1333 CHICAGO 90, ILLINOIS

Your N•A•P•A Jobber Is a Good Man to KNOW!

they work to keep owners sold on Chevrolet

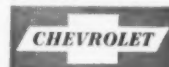
Chevrolet has scored another first with the establishment of a new department devoted entirely to owner relations. While Chevrolet owner loyalty has always been high, the new department, now and in the years to come, will explore new ways to achieve an even greater degree of customer satisfaction.

Here, a Forward Development Board of the Department of Owner Relations holds its first meeting on service. Consisting of fourteen members, including Chevrolet wholesale personnel and Chevrolet dealers, the board discusses informally what is being done and what might be done for the more than 16,000,000 owners of Chevrolet cars and trucks

in the area of service. Similar boards are in operation, again in cooperation with Chevrolet dealers, to investigate many other aspects of owner relations.

Another phase of the owner relations program, already under way, is the formation of panels of Chevrolet owners representing a model span of four years. These panels will periodically furnish opinions on problems and ideas affecting owner relations.

Dealers have endorsed the new department and have reaffirmed the challenge that responsibility to the Chevrolet owner extends far beyond the immediate sale of an automobile. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Chevrolet dealers are No. 1 with customers because customers are No. 1 with Chevrolet dealers



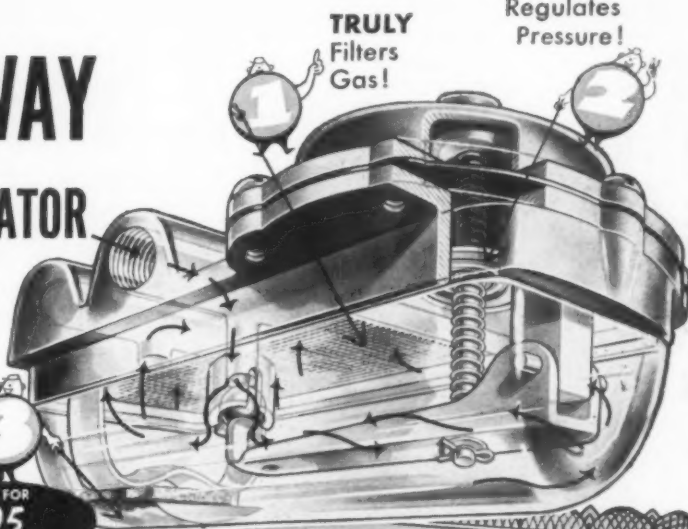
Increase PROFITS . . . Build Customer GOODWILL
 . . . with Nationally Advertised MILESMaster

TRUE 3 WAY FUEL PRESSURE REGULATOR

- ✓ PREVENTS VAPOR LOCK
- ✓ SAVES UP TO 20% ON GAS
- ✓ PREVENTS FLOODING AND STALLING
- ✓ PREVENTS ROUGH IDLING
- ✓ PREVENTS JERKY ACCELERATION
- ✓ PROVIDES SMOOTH PERFORMANCE AT ALL SPEEDS

TRULY Traps
 Metallic
 Impurities!

SELLS FOR
\$6.95
 LIST



More and more automotive engineering authorities are recommending the use of true fuel pressure regulators. That's why it pays to sell the nationally advertised leader in true fuel pressure regulators . . . MILESMaster!

NEW

SPECIAL BONUS COUPON DEAL

NOW in Effect!

ask your jobber for coupons

ANOTHER SCOOP! NEW **REDIFIT** KITS!

This New FUEL LINE FITTINGS and PARTS KIT SAVES 50% ON FITTINGS
 SAVES MORE ON TIME! GET STYRENE CASE FREE!

Now you never need lose a sale because you don't have fittings in stock. Here are all the fittings you need for all popular makes and models . . . no more wasting time looking for fittings. Each fitting immediately identified by letter, ready for instant use . . . packed in a durable, clear styrene plastic case. A complete Kit priced at less than half what you would normally pay for fittings alone. Mail coupon for Index and Data Sheet!

For Fleets • Car Dealers • Service Stations • Garages



MILESMaster

3 IN 1

See us at Booth 270 at the
 Dallas Show. Get the full
 profit facts!

641BCRS

MILESMaster, INC.
 Dept. 18 1550 E. 74th Place
 Chicago 19, Illinois

- ☐ Send sample TRUTH Pamphlet and details on how I can get a supply for my use.
- ☐ Send details on specially priced RediFit Kits.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____

There's
Nothing
Like A
New
Car!

THERE'S
NOTHING
LIKE
A NEW CAR!

THERE'S
NOTHING
LIKE
A NEW CAR!



THERE'S
NOTHING

LIKE A
NEW CAR!



You'll find more and more buyers making the move to a new GM car in the months ahead—many because of the message "There's Nothing Like a New Car!" that they've seen in their favorite magazine.

This continuing series of General Motors advertisements to consumers points out to your prospects the many benefits that go along with new car ownership—shows that no other investment can return so much in family fun for quite so long as will their new car purchase. And your prospects are ready for this message! People are more prosperous today than ever before. They have more disposable income and more time in which to enjoy it. Yet authorities predict even greater prosperity for the coming years. They forecast higher incomes, more car-owning families and a continuing suburban trend—all creating a vast new car market.

This General Motors advertising in leading national publications is one more opportunity for GM dealers to share in the benefits of our constantly expanding economy. Another good reason why it's great to be a GM dealer in the Sixties!

**GENERAL
MOTORS**
GO GM FOR '60

CHEVROLET • PONTIAC • OLDSMOBILE
BUICK • CADILLAC
All with Body by Plastic

SPECIAL
OFFER

MAREMONT-O-GRAM

ALL-NEW
FOR YOU

BIG NEWS TO MUFFLER INSTALLERS

GREATEST MUFFLER AND TOOL NAMES IN INDUSTRY = MAREMONT AND CHICAGO
PNEUMATIC = ANNOUNCE A TERRIFIC BUY FOR FAST MUFFLER

SALES STOP BUY MAREMONT'S BIG 6 HI-TURNOVER MUFFLERS AT SPECIAL

STOCKING PRICE AND GET FAMOUS \$99.50 C-P ZIP-GUN AT LESS THAN HALF PRICE

STOP WHOLE PACKAGE COSTS ONLY \$99.50 STOP REALIZE FULL PROFIT

ON MUFFLERS STOP HAVE INDUSTRY'S FASTEST HIGHEST-POWERED 1001-USE

MUFFLER TOOL STOP CALL YOUR MAREMONT JOBBER RIGHT NOW STOP =

JOHN T. CARLTON DIRECTOR OF SALES

MAREMONT MUFFLER DIVISION

168 NORTH MICHIGAN CHICAGO =

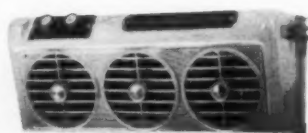


"Dog-goned GOOD
Auto Air Conditioners!"

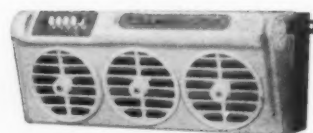
The Imperial unit



The Custom unit



The Hot & Cold unit



The Climatrol (trunk) unit



Climatic Air...1960 Models & Units for all cars and trucks!

Nationally advertised, prominently promoted, custom-designed for customer-service . . . dealer profits . . . lasting satisfaction . . . that's CLIMATIC AIR auto air conditioner for '60. Made and sold by a company with 28 years experience serving automotive dealers and car owners . . . CLIMATIC AIR is the unit for dealers who plan to SELL and INSTALL profit-building auto air conditioners from now on. Don't sell a "dog" — sell comfort and satisfaction! For full details on distributorships and dealerships . . . write:

3030 CANTON
DALLAS, TEXAS



TELEPHONE
Riverside 1-3837

FEATURED OVER TRUTH OR CONSEQUENCES, NBC-TV, DURING YOUR SELLING SEASON!

NO

to PULLMAN BADGE-O-RAMA for... TBA TURNOVER

High-profit TBA items move like magic with Pullman's Badge-O-Rama, because this fabulous kit complete with "suggestive selling" badges does the job your service people haven't time for.

And you get this 83-piece Badge-O-Rama Kit worth \$12.00 . . . free of charge with your purchase of the Pullman Vacmobile. Your customers note the "suggestive selling" messages . . . and buy. Field testing throughout 1959 in thousands of stations proved that TBA sales soar straight up!



INCLUDES:

- Plastic badges for your men
- 78-piece badge insert set
- Bright wall-hang case



YOU CAN OWN A FAMOUS PULLMAN VACMOBILE

FOR ONLY **40¢** A DAY!

... pay only \$12 down, \$12 a month.

Including

- Badge-O-Rama Kit
- Free Vacuuming sign
- Free Hangtags
- Complete accessory kit



SEND FOR FREE SAMPLE BADGE TODAY!

Pullman Vacuum Cleaner Corp.
Dept. SJ-3
25 Buick St., Boston, Mass.

Rush me my free sample badge and details on Badge-O-Rama.

Name _____
Address _____
Station Name _____
City _____ State _____

VISIT US AT BOOTHS 263-265, 15th SOUTHWEST AUTOMOTIVE SHOW, DALLAS, TEXAS

THE COMPACT WITHOUT COMPROMISE!



THE LARK BY STUDEBAKER

NO COMPROMISE WITH COMFORT!

Lark has higher headroom than any compact.
Lark has more legroom than any but one (only .4" under).
Lark has more total headroom, legroom and hiproom than any compact.

LARK IS THE ROOMIEST COMPACT!

NO COMPROMISE WITH CONVENIENCE!

Lark dealers sell the lowest-price Convertible in the market.
Lark is 3.3" shorter than Rambler American,
5.0" shorter than Corvair,
6.2" shorter than Falcon,
8.7" shorter than Valiant,
14.5" shorter than Rambler.

LARK IS THE COMPACTEST COMPACT!

NO COMPROMISE WITH CUSTOMER WANTS!

Lark dealers sell the lowest-price Convertible in the market.
5 other models too, all with Six or V-8 power, choice of 3 transmissions, 7 axle ratios.

LARK IS THE ONLY COMPACT CONVERTIBLE!

NO COMPROMISE WITH PRICE ADVANTAGE!

Entire line of Sixes is competitively priced.

LARK IS THE LOWEST PRICED V-8 COMPACT!

NO COMPROMISE WITH HONEST ECONOMY!

Latest Official Mobilgas Economy Run showed Lark V-8 the economy leader among all V-8's in all classes. (And The Lark Six got even higher miles per gallon! You won't have angry owners asking you "Where's that 50 miles per gallon?")

LARK HAS THE MOST ECONOMICAL V-8!

NO COMPROMISE WITH ACCESSORY PROFITS!

Power steering, power brakes, automatic transmission, Twin Traction, Hill holder, power pack with 4-barrel carburetor and dual exhausts, air conditioning, reclining seats, padded dash, trim kits, convenience kits, etc.

LARK HAS THE ONLY COMPLETE LINE OF OPTIONS!

NO COMPROMISE WITH QUALITY, AT DEALER'S EXPENSE!

Dealer preparation expense on new cars averages \$14.56—industry average is \$20.76.

Dealer warranty expense averages \$18.10—industry average is \$27.00.

LARK HAS THE HIGHEST AFTER-SALE PROFITS!

NO COMPROMISE WITH QUALITY, AT OWNER'S EXPENSE!

Actual operating records of business and governmental fleets show savings up to 23% on maintenance.

LARK HAS THE LOWEST PROVEN MAINTENANCE!

IN ANY
SELLING MARKET
LARK DEALERS
PROSPER!
WANT TO JOIN THEM?

GET THE FACTS ON LARK DEALER PROSPERITY-----

Dealer Development Division
Studebaker-Packard Corp., South Bend 27, Ind.

Gentlemen: Please send me the facts—in strictest confidence—no obligation.

NAME _____
POSITION _____
FIRM _____
ADDRESS _____
CITY/STATE _____

SAJ 3-60

Don't be **HALF** a **MECHANIC**

NEW! For 1959-'60
FORDOMATIC 2-Speed
Transmissions... Reverse
Band Adjusting Tool with
pre-set torque mecha-
nism and gauge spacer.
Assures accurate adjust-
ments to car manufac-
turer's specifications.

If you don't have the Tools and the know-how to service and repair Automatic Transmissions today, you are only getting half the job done and probably cutting your income in half, too! Complete *your* service abilities with Automatic Transmission know-how. This new FORDOMATIC BAND ADJUSTING TOOL is only one of the many we will show you how to use that will quickly put you into this profitable service all the way. Ask us about it!

New Britain

THE NEW BRITAIN MACHINE CO.
NEW BRITAIN • CONN.

HAND TOOLS



Rubbermaid[®] **KAR-RUGS** have **MOST** to sell



...the
sign of a
PROFIT-WISE
dealer!

Rubbermaid displays say a lot about the dealer. It shows he's interested in more profitable business; stocks only the best for his customers and displays Kar-Rugs where customers can see and buy. And the dealer with a Rubbermaid display takes advantage of the nationally promoted Rubbermaid Kar-Rug line. He's a dealer who turns idle floor space into an extra profits selling center.

This dealer is profit-wise because he's Rubbermaid-wise.

How about you?

Rubbermaid[®]
means better made

Automotive Division, Rubbermaid Inc., Wooster, Ohio • Cooksville, Ontario

Rubbermaid
Rubbermaid
Reinforced
 means better made

KOMPACT

KAR-RUGS

by Rubbermaid®

Now ready... one piece door-to-door
 protection... custom fit
 for front floor of...

First again — with custom tailored Kar-Rugs for the new 'compacts', engineered in 3 sizes for perfect floor fit. As beautiful, practical and economical as the cars for which they are designed. Floor-hugging protection and exclusive 'Rubbermaid Reinforced' feature puts twice the mat in high wear areas. Selection of 7 brilliant colors to brighten 'compact' interiors. If you haven't got 'em... get 'em — Kompact Kar-Rugs by Rubbermaid. Another extra profit opportunity in the Rubbermaid complete line of Automotive Accessories.



\$8⁹⁵
 retail

NO. 1565	NO. 1566	NO. 1567
Fits '60 CORVAIR	Fits '60 FALCON,	Fits '60 VALIANT
	'60-59 LARK, RAMBLER,	
	AMBASSADOR	



Colors: Red, Black, Lt. Blue,
 White, Lt. Green, Grey, Brown

RUBBERMAID INC. • WOOSTER, OHIO
 AUTOMOTIVE DIVISION

NEW FROM ARO



**ARO
HAND JACKS**
Versatile, practical . . . precision built to put tons of power to work for you! Six models—1½ thru 20 tons.

**ARO
ONE END LIFTS**
Portable. Lift any car safely! Extremely sturdy. Fast, efficient, easy to use. Choice of air, hydraulic, mechanical.



THE COMPLETE LINE OF JACKS



**ARO
CAR STANDS**
Safe lock! Impossible to lower while under load. Easy to use, sturdy, dependable . . . and low cost! Choice of 2, 5 and 7 ton capacities.



**ARO
BUMPER JACKS**
Choice of single posts, bipods, tripods. ARO has them all! Mechanical or hydraulic. Yours for efficient, low-cost, dependable lifting!



**ARO
FLOOR JACKS**
Extremely rugged, compact, safe. Wide swivel wheels for quick, easy spotting. Saves job time, increase profit.

Extra Rugged, Built To Last . . . Backed By 30 Years Of ARO Know-How In Automotive Service Equipment

New ARO Jacks will save you time on the job . . . and that means more profits in the till! They're custom-engineered for top performance . . . Easy to handle, too, because every phase of the design is *right*. No excess bulk or weight to tug or pull. Yet these great Jacks have brute-strength for big capacity and safety.

ARO gives you a full selection of Jacks in every category, including transmission jacks, to service

every car on the road. They're proud companions to ARO's Lube equipment line, known world-wide for quality. Your ARO Jacks will be an investment in better customer service, better profits. Mail the coupon now for complete information.

THE ARO EQUIPMENT CORPORATION

GENERAL OFFICES—BRYAN, OHIO • Plants at Bryan and Cleveland, Ohio

Aro Equipment of Canada Ltd., Rexdale (Toronto), Ontario. Factory Branches: Detroit, Chicago, Elizabeth, N.J., Los Angeles, New York City, Minneapolis-St. Paul. Offices in All Principal Cities

ARO JACKS

ALSO COMPLETE LINE OF MODERN LUBE EQUIPMENT • ACCESSORIES



OVERHEAD
REELS



LUBE RIGS



PORTABLE AND
STATIONARY
PUMPS



DRIVEWAY
SIGNAL
BELLS

MAIL TODAY
for full details

The Aro Equipment Corporation
Bryan, Ohio

Please RUSH all the facts on new ARO Jacks,
without obligation to me.

Name _____
Firm _____
Street _____
City _____ State _____



Authorities* say: **"DRAIN ANTI-FREEZE
AFTER ONE WINTER'S USE"**
YOU can cash in on this advice to motorists

**SELL WARNER
SPEED FLUSH...CLEANS
IN 10 MINUTES.
ONLY
ONE DRAIN
REQUIRED!**



**SELL WARNER
PROTECTOR AND WATER
PUMP LUBRICANT...IT
STOPS RUST...GUARDS
COOLING SYSTEM
ALL SUMMER LONG!**



**MAKE
THESE PROFITABLE
EXTRA SALES
WITH EVERY
ANTI-FREEZE
DRAIN!**



Nationally
Advertised in
LIFE Post



By the makers
of WARNER
Liquid Solder
(non-metallic,
deposits tiny
fibers to
repair leaks).

*American Society for Testing Materials • American Automobile Association • National Bureau of Standards NBS Circular 506 • Society of Automotive Engineers

FREE—Write for helpful sales and service bulletin on servicing cooling systems for spring and summer driving. Warner-Patterson Co., 600 S. Michigan Ave., Chicago 5.

Retail for only
\$1.00 each

WARNER-PATTERSON COMPANY 600 S. Michigan, Chicago 5 • Warner-Patterson Company, Toronto 2, Canada

NEW! NEW!

DIETZ

ROTARY TURN SIGNAL SWITCH

No. 114



**ALSO FLASHES ALL FOUR TURN SIGNALS
SIMULTANEOUSLY AS EMERGENCY WARNING SIGNALS**

EXCLUSIVE DIETZ FEATURES:

- Flashes all 4-directional lights as emergency warning signal.
- Burnout and corrosion proof.
- 7-wire switch for turn signals and stop lights — 4-wire for turn signals only.
- Mounts on dash — or on steering column with optional bracket No. 116.
- Rotates in the direction the vehicle is turning.
- Grey finished die cast housing and black plastic knob.
- Green pilot lights for turn signal — red for emergency signal.
- Priced to please the pocketbook.



Rotate full right or left and Dietz No. 114 flashes all four turn signals for eye-catching, compelling warning light.



No. 116
for steering
column installation

*Go **DIETZ** -and you go Safely!*

FREE

ON REQUEST!

Digest of latest state commercial vehicle safety equipment laws. Check and mail coupon for your copy.

R. E. DIETZ CO.
225 Wilkinson St.
Syracuse 1, N. Y.

Send me the following:

- ☐ Complete information on No. 114 Rotary Turn Signal Switch
- ☐ State laws on Safety equipment

Name _____ Title _____

Company _____

Street Address _____

City _____ Zone _____ State _____

***This Important Addition to the Famous
EATON LINE means more profit for You!***



The **EATON THERMOSTAT**

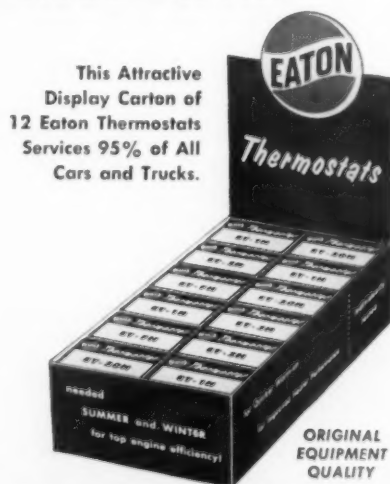
***Fills Out the Eaton Line of Fast-Moving
Products that Tie-in with Under-hood Service***

The newly announced Eaton Thermostat fits right in with today's greater-than-ever need to keep cooling systems working at top efficiency—and adds new opportunities to turn "Free Service" into worthwhile profit.

In addition to thermostats, the Eaton line includes famous Eaton radiator pressure caps (3 cars out of every 8 need new ones), fuel tank caps, locking caps, breather caps, and sales-making pressure cap and thermostat testers. For complete information contact your jobber or write direct.

EATON MANUFACTURING COMPANY

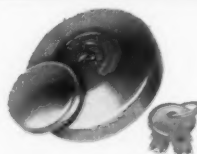
Stamping Division • Cleveland 10, Ohio



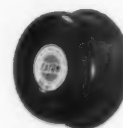
Pressure Caps



Gas Tank Caps



Locking Caps



Breather Caps

Get complete information about these EATON money makers

announcing **WATCO**

hydraulic
pneumatic
mechanical

1 year guarantee

NIKE SERIES

jacks

for every lifting requirement to 3000 tons



18 HM

WATCO HYDRAULIC JACKS — 1½ through 25 tons; extra robust jacks through 3,000 tons for brute power and top performance.

FROM
1½ TO
3000
TONS



FLEETMASTER
800

NEW WATCO PORTABLE TRUCK-LIFT — A completely mobile air-operated heavy duty truck lift. Raises full 12,000 lbs. per axle.

NEW WATCO TELESCOPIC LIFTING PISTON JACK — with convenient carrying handle. A must for low trucks and trailers. Cap. 12 — 8 tons.



41 H



10 TO
50 TONS
LD 18 H

NEW WATCO HORIZONTALLY OPERATING JACKS — Made especially to operate in horizontal position with turnable level to work from left or right side. Cap. 10, 15, 25 and 50 tons.



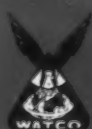
16 HB

NEW WATCO HYDRAULIC BUMPER JACK — Only Jack in America designed specially for Foreign and Sports Cars. Cap. 1 ton.

a full line with these new features

- WATCO is now the only American Jack Company that gives a ONE YEAR GUARANTEE on all Hydraulic and Mechanical Jacks.
- WATCO Nike Jacks are made of the Finest Swedish Steel.
- WATCO Hydraulic Jacks do not require special oil.
- WATCO is the only American Jack Company that has a bumper jack designed specially for Foreign and Sports Cars.
- WATCO has a full line that gives you the right jack for the right job with the right capacity up to 3000 tons.

Sold only by leading distributors.



WATERVLIT TOOL COMPANY, INC.

P. O. Box 350 • Albany, New York

WATERVLIT TOOL CO.

Dept. I

Send me the following:

- ☐ Complete Catalog
- ☐ Information folder

Name.....

Company.....

Address.....

City..... State.....



There never was a better time to



Here's what you get as a **WAGNER LOCKHEED FRANCHISED DEALER...**

Prominent Identification...

...like the brilliant electric sign shown at left; flange sign, too; window and door decals; and handsome uniform emblems for your shop personnel.

Up-to-the-minute service literature...

...a manual that tells how to maintain and repair all modern hydraulic brakes; news bulletins that report new brake information; ready reference catalog; brake check chart that helps on "tough" jobs; and lined shoe application charts.

Sales helps...

... Brake work display chart that lets you show your customers what they need; Mileage stickers; "Thank you" dash tags; Tie-in mailing cards and folders; Newspaper mats; and a striking window poster.

THIS BRAKE PRODUCT MERCHANTISER AUTOMATICALLY QUALIFIES YOU AS A FRANCHISED DEALER

This handy, sturdy merchandiser will help you attract more brake jobs, speed up brake service, and keep a balanced stock of brake products on hand at all times. You can choose from four balanced assortments of fast-moving products—any of which will qualify you as a Wagner Lockheed Franchised Dealer. Ask your Wagner supplier for full details.



Wagner[®] Lockheed

... the best known name in brake service

LOCKHEED BRAKE PARTS, FLUID, BRAKE LINING and LINED BRAKE SHOES • AIR HORNS • AIR BRAKES • TACHOGRAPHS

become a **Wagner® Lockheed** **FRANCHISED DEALER!**

Build your brake service volume...

Cash in on Wagner's dynamic **SAFETY CHECK MONTH PROMOTION!**

Set yourself up to give the best brake service in your area... build your brake service volume... and be ready to cash in on the **BIG EXTRA**—Wagner's dynamic business-building promotion during April and May. You can do it IF you act now and take the few easy steps that will enable you to become

...and... **Here's The Big Extra**

During April and May (which is **NATIONAL VEHICLE SAFETY CHECK MONTH**) Wagner will launch a nation-wide "SAFE BRAKES PROTECT LIVES" promotion to remind all the customers and prospects in your area to have their brakes checked—and to ask for Wagner Lockheed Brake Products when replacements are needed. It's a pro-

a Wagner Lockheed Franchised Dealer.

It doesn't take a large investment... you need only stock a modest inventory of fast-moving Wagner Lockheed brake fluid, parts, and lining. Help from Wagner starts immediately—identification... up-to-the-minute service literature... sales helps...

gram that will make you glad you signed up with Wagner Lockheed. Watch for full details in the April issues of your automotive trade publications.

And NOW... check and mail the coupon below, or call your Wagner Brake Products Distributor to find out what you gain as a Wagner Lockheed Franchised Dealer.



ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 33, MO., U.S.A.

(Branches in principal cities in U.S. and in Canada)

Please send us a free copy of Bulletin AU-607 on the Wagner Franchised Dealer Program.

NAME

FIRM NAME

ADDRESS

CITY & STATE

WA60-16

The Silver Beauty line really gives Morrie opportunities to cash in on salesmanship

Conversation fattens profits when you have the right products to talk about. And Silver Beauty gives them to you. Especially when you're talking to a seafaring man (you can tell him by the boat trailing behind his car). You'll see thousands of them this summer. And most of them use batteries in or on their boats. Show the new Silver Beauty Marine Kit to all of them. Keep your own score on sales. 1 in 10 . . . 1 in 5 . . . 1 in 3? It's up to you. And these guys with boats are the original do-it-yourselfers. Primary wire, solderless terminals — there's no end to what they'll buy if you have the Silver Beauty line to show —and talk up!

Triple-A Specialty Company, Chicago

Silver Beauty®



everything for the battery but the battery itself

SEE US AT SOUTHWEST AUTOMOTIVE SHOW — BOOTH NOS. SAJ 55-57

EVERY CAR NEEDS IT EVERY 5000 MILES!



Made and priced for fast sales...easy profits!

Another Fram First! Here is the first and only nylon gasoline filter! It's now installed as original equipment on many 1960 cars.

Installed in minutes—right in the line, between fuel pump and carburetor.

No brackets, bolts or screws. Tubing and clamps with each filter make installation fast and easy. And replacement after 5,000 miles is easier still!

Perfect extra tune-up sale! Protects against carburetor wear and plugging to insure gas savings, instant starts, full power, no stalling! Each sale pays big profits! Order from your supplier today!



Order this colorful counter display! Includes six Fram Nylon Gas Filters packaged with tubing and clamps! Handy tube cutter also available. FRAM CORPORATION, Providence 16, R. I.

Kool Kooshion® *New for 1960!*



\$T. MORITZ

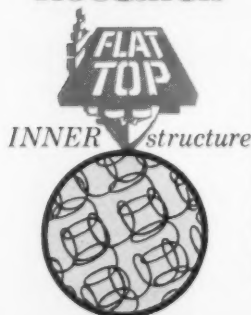
Ventilated Seat Cushions

The "St. Moritz" is a completely new ventilated seat cushion by Kool Kooshion, oldest manufacturer in the business. Sparkling full color Tweed patterns on *both sides*. Top quality, full weight, full strength fabric is completely immersed in Vinyl for greater strength, color freshness and crispness. Triple "lock-stitching" holds cushion's shape, assures longer life.

New
Kool
Kooshion

3 SIZES: Regular, Jumbo, Klear-A-Kross®.

4 TWEED PATTERNS: Snow-cap white, intermingled with Blue, Green, Black or Red



NO SAG, NO SNAG.

Coil inner springs are made of a single length of wire.

Keeps ventilation space needed for air cooling, stays comfortably firm.



For catalog and price list, call your jobber or write

Kool Kooshion Mfg. Co.

DYERSBURG, TENN.

Quality • **HECO** • Product

There's Extra Profit in Headlamp Replacements

GET YOUR SHARE...



with VISION-AID HEADLAMPS

Whenever a customer pulls in — for a tank of gas, a lube job or even a road map — take a quick look at his headlamps. You'll be pleasantly surprised at the number of replacement sales you'll make. These *extra* profits are yours just for the looking!

Insure your share with Vision-Aid Headlamps. 4000 series duals or new 6000 series 7", they produce the kind of illumination your customers want and need: sharp, accurate low beams . . . distance-devouring high beams . . . long, trouble-free performance in all types of traffic and weather. It's the kind of performance that keeps customers sold on you. Get set for those *extra* profits. Tell your supplier to make

'em Vision-Aid Headlamps. Automotive Products Division, Tung-Sol Electric Inc., Newark 4, New Jersey.

Ask your supplier about the new Tung-Sol Auto Lighting Rack. Stocks everything you need for complete one-stop lighting service. (24" x 32" x 8")



TUNG-SOL®

HEADLAMPS • MINIATURE LAMPS • FLASHERS

**DU PONT
ANNOUNCES
1960's**

MOST PROFITABLE...

DU PONT No "7" FULL LINE

SPRING DEAL

ON HIGH-PROFIT No "7" PRODUCTS



FREE

(\$18.00 VALUE)

1 CARTON OF

No "7" AUTO POLISH OR SHIELD

when you buy 5 cartons of any of the No "7" Products listed below

OR



FREE

(\$24.00 VALUE)

1 CARTON OF

ANTI-RUST OR COOLING SYSTEM SEALER

when you buy 6 cartons of any of the No "7" Products listed below

No. "7" Polishpt., qt.
New Car Wax8 oz.
Auto Wax7 oz.
Speedy Cleanerpt.
"2-4-1"pt.
White Polishing
Compound12 oz.
Rubbing Compound 12 oz.

Shieldpt.
Chrome Polish12 oz.
"Dissolve"12 oz.
Car Wash ...½ oz., ½ lb.
Glow Liquid Car
Wash12 oz.
Paste White Tire
Cleanerpt.

White-Wall Tire Cleaner
(Liquid or Paste)....pt.
Cooling System
Cleaner.....lb.
Fast Flushpt.
Cooling System
Sealer12 oz.
Foam Cleanerpt.

Anti-Rust & Water
Pump Lub.12 oz.
Tire Blackpt.
Heavy Duty Stop-Leak...pt.
Jet Clene12 oz.
Heavy Duty Brake
Fluid...12 oz., qt., 5 gal.
M.O.A.15 oz.

Super Heavy Duty Brake
Fluid...12 oz., qt., 5 gal.
Waterless Hand
Cleaner10 oz.
Clear Windshield
Sealer1¼ oz.
Acid & Rust
Inhibitor8½ oz.

DU PONT No "7" PRODUCTS

MOST POWERFUL

...PROGRAM FOR DEALERS

NEW DU PONT NO "7" ADVERTISING ON

7 NETWORK TV SHOWS

FULL-HOUR SHOWS—IN PRIME EVENING TIME
REACHING 43,000,000 FAMILIES

DU PONT NO. "7" COMMERCIALS will appear on seven popular, hour-long network TV shows during a 13-week period from May into August, 1960. A total of 90% of all U. S. TV homes will see the commercials over and over again...to boost your sales to an all-time high. Only Du Pont gives you this extra-profit free-goods deal and powerful network TV advertising to bring customers to you.



1 BOURBON STREET BEAT
ABC-TV Network—Monday Nights

4 THE UNTOUCHABLES
ABC-TV Network—Thursday Nights



5 ADVENTURES IN PARADISE
ABC-TV Network—Monday Nights

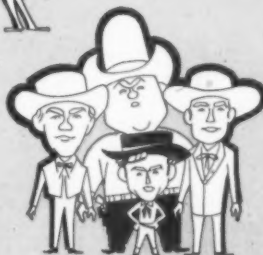


2 THE ALASKANS
ABC-TV Network—Sunday Nights

6 SUGARFOOT
ABC-TV Network—Tuesday Nights



3 BRONCO
ABC-TV Network—Tuesday Nights



7 BONANZA
NBC-TV Network—Saturday Nights

For long profit... and profit protection
SELL THE DU PONT NO "7" LINE

Enjoy the good will of a valuable trademark. Du Pont No. "7" fair-trade prices have been diligently enforced for many years in all states where such laws have been in effect. Every reported instance of price cutting in violation of fair trade has received immediate attention. Hundreds of warnings have been issued to violators who were thus persuaded to bring their prices to fair-trade levels. Persistent violators have been taken to court and injunctions obtained. Although the maintenance and

enforcement of fair-trade prices are expensive and time-consuming, Du Pont No. "7" policy is to utilize fair-trade laws to protect the good will of the No. "7" trademark. The result is not only an ever-increasing consumer demand for No. "7" Products, but a legally protected fair margin of profit to dealers. This kind of support should warrant close and spirited cooperation in the sale of No "7" Products by all dealers.



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Why Not **STEP-UP** Your **EARNINGS** with a New **HOLMES WRECKER**

As These Shops
Are Doing →



REMEMBER—

**"BIG PROFIT JOBS
DON'T DRIVE-IN
THEY ARE TOWED-IN"**

Today, more and more shops are recognizing the fact that modern **HOLMES WRECKER SERVICE** is an important *asset* in the development of a profitable service business. The operation of a **HOLMES** unit such as shown, *does* enable a shop to extend its service facilities miles away, and . . . best of all, pick up **BIG PROFIT** jobs that would **NOT** otherwise get to the shop. Road service actually provides the *only* means of contact with many customers and is therefore, the *key* to a *vast source* of highly profitable business — towing, repairing and wreck reconditioning.

HOLMES offers a wide choice of 7 wrecker models with units ranging in size from 3 to 30-ton capacity. Why not let **HOLMES** gear your service operation for handling the *big profit jobs* that are now being **TOWED** elsewhere for service? Send **TODAY** for model specifications, prices and details.

HOLMES 650 WRECKER—A power-operated, Heavy-Duty model with a rated 20-ton capacity. Built with power for Big Jobs yet flexible enough for light cars. For trucks of 3 to 5-ton capacity.



HOLMES 525 WRECKER—An all purpose unit with a 12-ton capacity. Ideal for handling all cars and average trucks. It is power-operated and capable of performing a wide variety of work. Fast, versatile and economical to operate. Moderate size for installation on a truck of 1½, 2 or 2½-ton capacity.



HOLMES
Wrecker Equipment

ERNEST HOLMES COMPANY

Chattanooga 7,

Tennessee



"Merit has all that—and coated steel, too?"



No muffler line has more coated steel numbers than Merit. Add to this the famous "Anti-Rust" design and the heavier steel in outer shells and heads, plus heavier inner parts. Your customer gets up to 33 $\frac{1}{3}$ % more service life when you sell him Merit.

And Merit's amazing Ever-Nu pipes are the *biggest* news in the industry. Won't rust in stock, let you carry a full supply. You will never lose a sale, never have a rusted new pipe to apologize for.

When you're a Merit dealer you're always a jump ahead of the field. No wonder Merit has rocketed from 13th place into the Big 5 nationally in just 3 years! If you haven't done it already, make *your* move to Merit now. The time's right—so are the profits. Call your Merit jobber.

The big move is to

MERIT

because Merit makes sales happen

MUFFLERS AND PIPES

Dept. 5C, 619 Smith St., Toledo 1, Ohio

LOOK WHAT'S COOKIN'



**You'll want two or more...for home use
...station snacks...
promoting sales!**

In market tests dealers have used these exciting cookers to build sales several ways:

Use with customers! Run a promotion to induce sales of ...oil changes, oil filter changes, air filter changes and lube jobs! Display Dog-O-Matic and give it away as a prize!

Use with your men! Stimulate sales action on oil and air cartridge changes by awarding Dog-O-Matic to man with high sales score. Give a "hot dog feast" when you announce the winner!

FOR FRAM DEALERS!

AT NO COST TO YOU!

**Sensational New
Westinghouse**

**\$9⁹⁵
VALUE!**

**"DOG-O-MATIC"
Hot Dog Cooker**

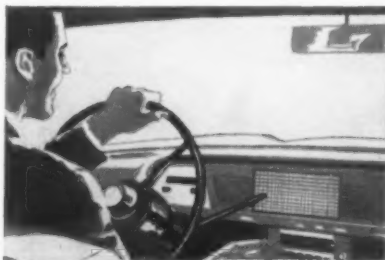
HERE'S THE OFFER! FRAM D-11: You get one Dog-O-Matic and 3 Free Fram Cartridges for only \$7.95 with purchase of any 30 Fram Cartridges. Sell Free Cartridges at list—and recover entire cost of D-11!

Hottest FRAM Advertising Ever!

Every minute, every day Fram is directing powerful advertising messages to your customers... building traffic and boosting sales:



National magazines start 'em moving! Big color pages in Saturday Evening Post and Life Magazine focus big attention on Oil and Air Filters!



Network radio sends 'em in! During Spring change-over period, urgent Fram messages on two national networks send drivers to you for oil and filter change!



Outdoor messages get 'em, too! Giant Fram bulletins in high traffic areas add further weight to the filter industry's most effective consumer promotion program!

Get this attractive counter display rack **FREE.** Comes with 6 popular engine air filter cartridges. Just order Fram D-12 from your supplier.

GET THIS LATEST AID TO SALES!

New Fram 1960 sales kit—yours at no cost!
(1) 1960 Cartridge Checker—hangs on wall—lets you "dial" quickly the correct Oil—Air—Fuel Filters for all makes and models of cars, trucks, imported cars!
(2) Plastic "see-through" window sign in color! (3) Other valuable filter sales helps!

**FRAM
OIL • AIR • FUEL • WATER
FILTERS**

FRAM CORPORATION, Providence 26, R.I.

There
is
Only



me

Aero-Seal **JET**

WORM DRIVE HOSE CLAMP



POPULAR
JUNIOR
ASSORTMENT
MASTER
ASSORTMENT
ALSO AVAILABLE

An original product design will always be copied, but the genuine article keeps the confidence of the user by dependability. AERO-SEALS laugh at vibration and corrosion... hang on tightly... never shake loose or snap open. And they won't damage hose. Bands and housings are of 302-18-8 stainless steel. No extra cost for quick-attach Jets. Regular AERO-SEALS are also available.

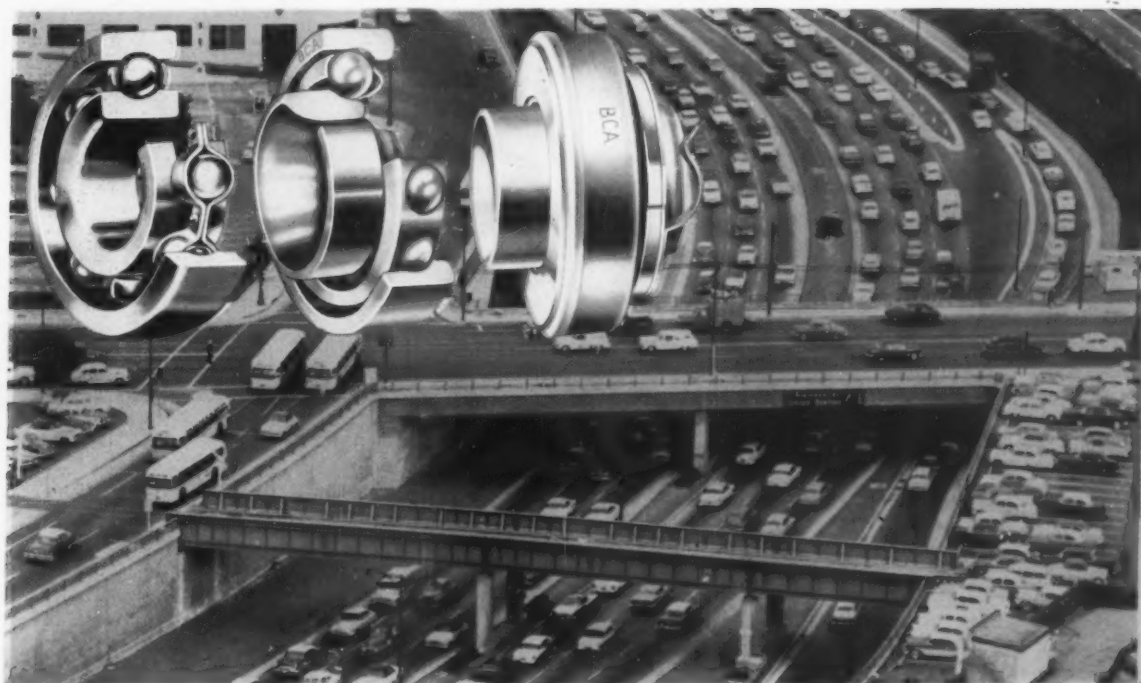
Complete range of sizes from 7/16" up.



BREEZE CORPORATIONS, INC.

700 Liberty Avenue, Union, New Jersey Cable Address: Breeze, Union, N. J.

Better products, faster, from your BCA jobber:



Give your customers extra miles of trouble-free driving with BCA quality replacement ball bearings



When you replace with BCA, you insure
your customers' safety
and build profits for yourself at the same time!

Here's how to win, satisfy and keep customers the BCA way: you assure safety of operation because all BCA ball bearings are quality engineered. You reduce frequency of service because BCA ball bearings are precision made. You offer complete ball bearing service because BCA makes bearings for wheels, clutches, generators, transmissions and differentials. And you can give fast service because your BCA jobber has complete stocks.

Cash in on the automotive bearing market. Call your BCA jobber today for full information or for fast delivery from stock on the complete BCA line.

BCA BALL BEARINGS

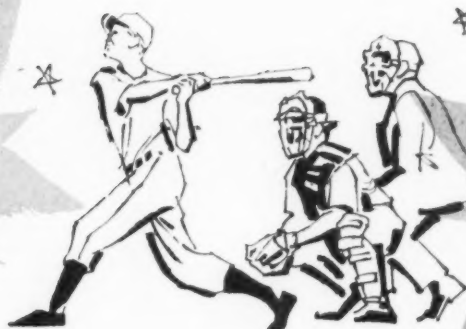
FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC. • DETROIT 13, MICHIGAN





ALL
AMERICAN



MOST
VALUABLE
PLAYER

WALKER PRESENTS "HALL

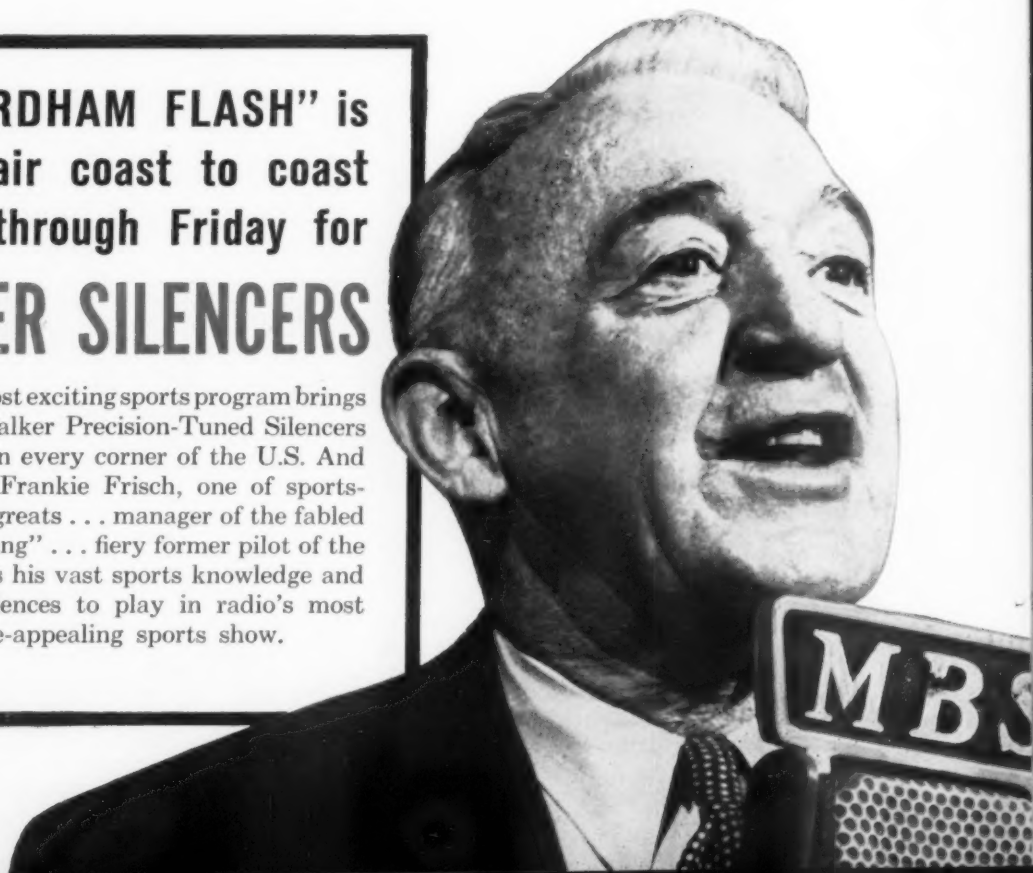
STARRING FABULOUS

FRANKIE

The "FORDHAM FLASH" is
on the air coast to coast
Monday through Friday for

WALKER SILENCERS

Now, radio's most exciting sports program brings the story of Walker Precision-Tuned Silencers to car owners in every corner of the U.S. And what a show! Frankie Frisch, one of sportsdom's all-time greats . . . manager of the fabled "Gas House Gang" . . . fiery former pilot of the Pirates . . . puts his vast sports knowledge and personal experiences to play in radio's most lively, audience-appealing sports show.



MANAGER
GAS
HOUSE
GANG



BASEBALL
HALL OF
FAME

OF FAME" SPORTSCAST

FRISCH

MUTUAL NETWORK SHOW
reaches **MILLIONS** while they're
MOST CAR CONSCIOUS

Frankie, the "Fordham Flash," former All-American football great, and member of baseball's Hall of Fame, will be a most valuable player for you in selling Walker Precision-Tuned Silencers and Walker Exhaust System Service. This big new Walker show is being broadcast five days a week on Mutual, the world's largest radio network, plus many independent stations. Millions of car owners hear these broadcasts every day as they drive home from work. Millions more listen in their homes. All of these listeners will learn why Walker Silencers last longer—run quieter—give engines new traffic flash and gasoline economy.

**PROVED BY THE
WALKER**

Million Mile MOTORCADE*



WALKER "PRECISION TUNED" SILENCERS

This great network radio series carries the facts on Walker's Million Mile Motorcade, the exclusive, average driver test fleet that travels more than 50 times around the world each year to prove the superior performance of Walker Silencers. Car owners everywhere will be directed to your station for Walker Red Carpet Service. Ask your jobber about Walker's big Red Carpet Merchandising Program.

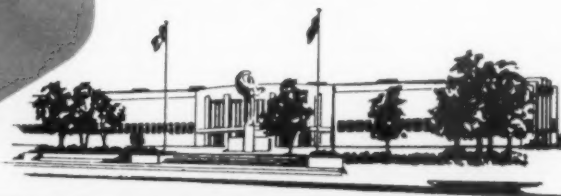
WALKER MARKETING CORPORATION, Racine, Wisconsin

"America's most PERFORMANCE PROVED Mufflers"

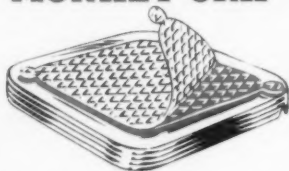
MONKEY GRIP

world leader in
dependable **TIRE and TUBE**
REPAIR MATERIALS for
better service and
more profit

Visit our exhibit at the 1960
SOUTHWEST AUTOMOTIVE SHOW
—Dallas, Texas, Automobile Build-
ing, Fair Park, March 24, 25, 26, 27.
Booth Spaces: 225 - 227 - 229.



MONKEY GRIP "Sizzle" Patches



... sure, permanent **VULCANIZING** patches for tube and tubeless tire repairs.

The "old reliable" method you can trust! There's no guesswork when the repair is **VULCANIZED**. Monkey Grip "Sizzle" Patches with filler tabs make it easy. Millions know and demand this safer, tried and proved way. "Sizzle" Patches are available in regular and giant sizes for every puncture or tear repair. Kits for repair shop and motorist. Clamps for tires and tubes.



MONKEY GRIP Self-Vulcanizing COLD PATCHES

For permanent repairs on natural and synthetic rubber tubes, boots, garden hose, water bottles and other rubber products.



Packed in convenient size kits for every demand. Counter display and wall dispenser cartons.



METAL DISPENSER WALL CABINET

Contains 3 boxes round patches (1½", 2¼", 3¼") and 2 boxes oblong patches (1½" x 2¼", 2¾" x 4¼"). Also, ½ pint solvent, tube buffer, tire buffer and stitcher.

MONKEY GRIP Dual-Purpose Patches

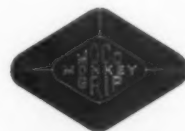
The complete service shop kit for all puncture repairing.

Dual-Purpose patches are made for those who want an easy-to-use, reliable, self-vulcanizing repair system for both tubes and tubeless tires. They provide sure adhesion and permanence. Packaged in dispenser cartons.

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77° Rayon cord ply construction, adhesive face, bevel edges, light-weight — yet strong and permanent. Complete size range.



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A Trouble-Free, Permanent Installation to Replace Stock Hose and Clamps

Eliminate Costly Fuel System Breakdowns and Fire Hazards!

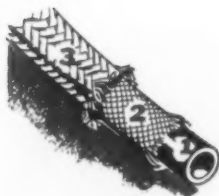
STOCK HOSE used as original equipment fuel lines on many 1957-58 and all 1959 cars, often dry out or swell . . . become brittle and weak. Hose clamps also have a tendency to loosen, resulting in leakage and loss of fuel.

EDELMANN "LIFE-LINES" — a custom combination of precision-engineered brass fittings pressure-bonded to neoprene-core, metal-braided hose—provide a positive, permanently trouble-free installation. Because they are made much better than the original equipment, we guarantee them for the life of the car!

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No cutting . . . no "hit-or-miss" experimenting . . . no risk of breakdown or fire due to makeshift connections. Edelmann "LIFE-LINES" insures a gas-tight, vibration-proof seal in 3 easy steps.

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for the **LIFE** of the Car!



Exclusive Pressure-Bonded Construction Gives 4-Way Better Protection!

- 1 Neoprene Core resists gasoline and oil
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COVERAGE...
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"Brother! I call this a real bearing outfit

... when this '34 Ford came in for an engine overhaul, I didn't think my NAPA Jobber could come up with Monmouth engine bearings for this relic ... but he did, and that's what I call real coverage".

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Low premium "customer insurance" is yours when you install ...

MONMOUTH Engine Bearings

CLEVITE SERVICE: Cleveland Graphite Bronze • Division of Clevite Corporation • Cleveland 3, Ohio

says John Keirnan, independent garage owner of Cleveland, Ohio.





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WARNER'S NEW SPRING FREE DEAL!



Here's
all
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Dealer orders 48 cans (4 cases) of any selection of Warner Radiator and Cooling System Products and receives—*absolutely free*—12 cans of fast-selling Warner Protector and Water Pump Lubricant—worth \$12.00 retail!

Order Now! Offer expires March 31, 1960

You Can Sell Warner Protector and Water Pump Lubricant ANYTIME during Spring and Summer

It's a fast, easy sale at Spring changeover time. Recommend it to your customers and do them a favor. Stops rust and corrosion. Stops water pump squeaks. Keeps cooling system clean and efficient all summer long.

Make these extra profits! Sell Warner Protector and Water Pump Lubricant.



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For Automobile Radiator and Cooling Systems

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DELCO-REMY VOLTAGE REGULATORS

[a part of the big Delco-Remy line]



ALL CARS?



ALL POPULAR CARS!

ARE MADE FOR ALL

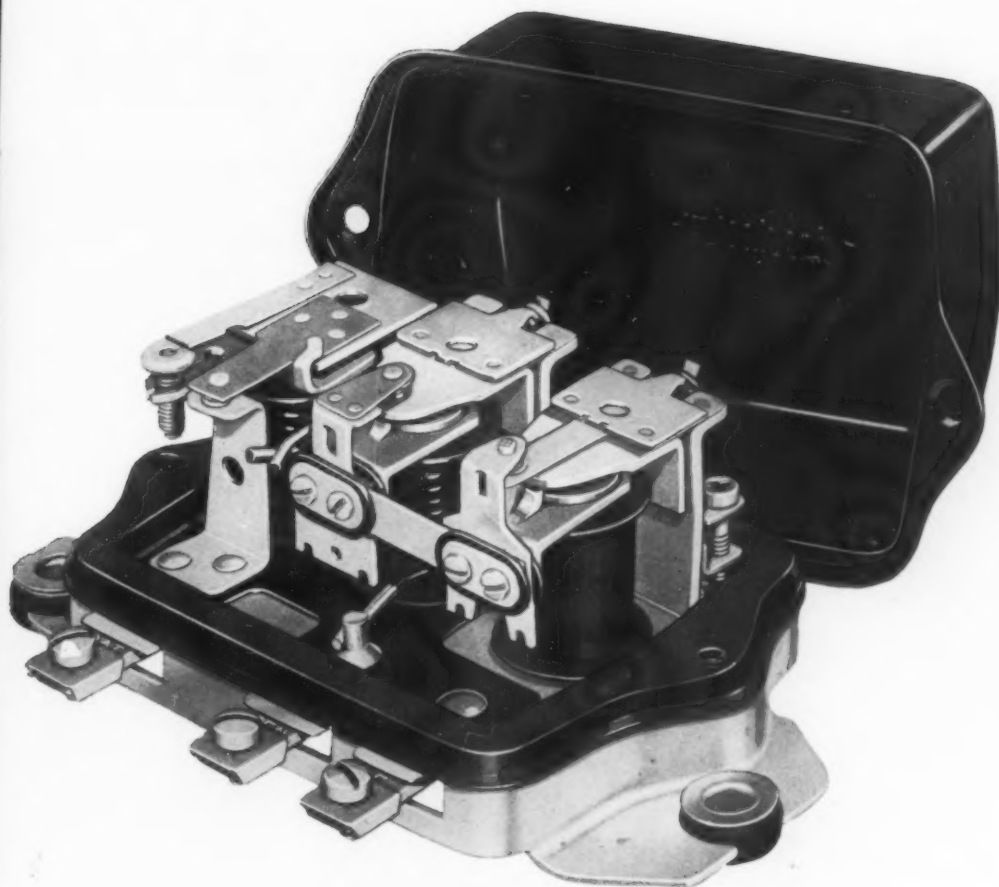
Simplify your stock—satisfy your customer! Now, with the big Delco-Remy line alone, you're set to service all popular American cars. And you offer the quality and reliability of parts made by the world's largest original equipment manufacturer of automotive electrical systems.

Ideal for replacement are Delco-Remy *waterproof* voltage regulators. What keeps them waterproof? ● New overhanging one-piece steel covers

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What makes them top performers?

- Newly designed armature contact springs



POPULAR AMERICAN CARS

- Tungsten and precious metal contact points
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COMPACT SPACE-SAVING DESIGN

The compact smartly styled Eaton cooling unit is located snugly up under the instrument panel. Allows plenty of leg room.

QUICK COOLING

Passengers are cooler seconds after the control is turned on.

AUTOMATIC TEMPERATURE CONTROL

Once the dial is set, the selected degree of cooling is automatically maintained by thermostatic clutch control.

MANUAL CONTROL FOR EXTRA COOLING

When desired, in hot dry climates, this Eaton feature permits lock-out of thermostatic control for added cooling.

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Easily adjusted rattle-proof louvers — an exclusive Eaton design—assure comfortable cooling for driver and all passengers.

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Adjustable side louvers assure comfortable cooling, even at floor-level.

TROUBLE-FREE MAGNETIC CLUTCH

The compact Eaton-designed-and-built clutch provides smooth shock-free engagement and long life.

EASY UNDER-HOOD INSTALLATION

The simplicity of the Eaton system using flexible hoses makes installation quick and easy. Eaton components may be transferred from one vehicle to another.

Features of Expensive Built-in Units at Low Easy-to-Sell Cost!

Designed, Built, and Backed by **EATON**, Leading Manufacturer of Original Equipment Air Conditioning Systems

Now you can offer your customers an ultra-modern refrigerated air conditioner built to rigid original equipment standards of performance and quality—yet priced well below the cost of factory installed units. Built by the Eaton Manufacturing Company, pioneer manufacturer of automotive air condi-

tioners and components for original equipment installation, these Eaton units include design and construction features previously available only in factory installed systems. Eaton's superior quality makes these units easy to sell—and keeps them sold.

EATON

AUTOMOTIVE AIR CONDITIONERS

Seasonal Warranty

Eaton's 90 day seasonal warranty is a big selling point. We believe it's the most liberal warranty agreement in the industry. Components will be repaired or replaced without charge for labor or material in accordance with published warranty agreement.



Liberal Co-op Advertising Plan and Sales Promotion Material

Eaton selling aids include counter displays, free descriptive folders, and local advertising allowance.



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HIDE AND GO SEEK OR WIX-O-MATIC MAGIC



Indecision, wasted time and lost sales can't build Filter Profits!

What WIX-O-MATIC gives you!

- Instant Cartridge Identification for all cars and trucks
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- Complete protection against obsolescence
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- Cuts Cartridge selection time to 5 seconds... speeds the sale and saves customer's time
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Time's a wastin'! Today, if you want to win sales and profits you've got to get off your heels and up on your toes. Ordinary filters and catch-as-catch-can stocking can't help you... you need WIX-O-MATIC, and *how* you need WIX-O-MATIC! WIX-O-MATIC gives you *instant* Cartridge identification. WIX-O-MATIC gives you a balanced, sales-active stock continuously. WIX-O-MATIC gives you 100% protection against obsolescence and full profit on every sale. AND — WIX-O-MATIC gives you WIX Prescription Filtration—top Quality—top Performance and tops in customer satisfaction!

Get the full story on WIX-O-MATIC from your jobber and then go WIX-O-MATIC for a bigger, sounder Oil Filter and Air Filter business.

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We Shrank Overhead \$42,000

By JAY DAWSON

President, Dawson Motor Sales
(De Soto-Plymouth-Simca-Volvo)
El Paso, Texas

PLEASE let me entreat you not to read further with the idea that one bright morning I awoke with the thought our overhead needed trimming, and I turned hatchet man and immediately began chopping away here and there. There was no slaying the giant, for no giant existed to be slain.

Truth is that our overhead-reducing program, which resulted in reducing it \$3,500 a month (\$42,000 a year), was stretched out over a two-year period. At the beginning, it was evident to me that overhead could not be reduced beyond a point without crippling our operation.

Remember, if you will, that not only the dealer himself enjoyed the luxury of careless spending during our industry's lush years; so did our employees, and our customers. Hence, the tightening up must not pinch nor cramp anyone involved. For purely psychological reasons, no one concerned should be frightened by the idea we were girding for an oncoming panic. Such false conclusions could be disastrous.

I sincerely believe in good, sound management, and in order to achieve this, department heads should carry their share of authority. Meaningless titles only tend to confuse everyone. Consequently, one by one, I scanned every department's operation and figures with the department head. Together we discussed changes and alterations, alternatives and personnel, before any action was taken.

As president of Dawson Motor Sales, I am fully aware that my prime job is one of making decisions. Under the old proprietary



The author (shown here at left with Vice President Sammy White) went about trimming his costs \$3,500 a month in methodical fashion over a two-year period in order to avoid any step that might cripple the firm. He has served on NADA's finance committee and is a past president of the El Paso Automobile Dealers Association. He's a 25-year dealer.

ownership theory of operation, it was quite reasonable and allowable for the decision-maker to shout ultimatums, "It shall be done as I command." However, the fact still remains that the old-time decision-maker often failed to enlist the cooperation of his staff. Consequently, many of what could have been sound changes, with minor alterations or revisions to make them compatible to the department heads, disappointedly washed down the drain.

In discussing the possibilities of reducing overhead in the parts department with the department head, it was brought to light that we could operate just as efficiently with two employees where we were currently employing four, providing the department was modernized. By investing a few dollars in

new shelving and bins and rearranging, we were able to reduce this department's salaries 50%. At the same time, we decided on a more practical parts inventory, inasmuch as we had two warehouses to draw on for overnight delivery service.

Let me state here that at no time did we once entertain the thought of cutting any key employee's salary. A dealer had better fire an employee than cut his salary. A salary cut deflates a man's ego, demoralizes him to a degree where he feels unfitted and unwanted. With a man's standard of living adjusted to his income, he can't take a cut.

This factor has a direct bearing on a dealer's overhead. Once he has set up his salaries, he can't keep increasing them, for soon his



Dealer Dawson and Vice President White talk costs with the parts manager.

payroll will get out of hand, especially when he hits a slow year, which he will. We pay a fair, livable salary to each of our 30 employes and let them share in the profits at the end of the year in the form of a bonus.

It is quite possible for a dealer to launch an overhead-reducing program and still miss the boat. Reducing overhead without a purpose is somewhat like buying a plane ticket to Nowhere In Particular. There should be a definite destination and the point of arrival shouldn't be Slufferville. Overhead can never be reduced to a

point where a dealer can profitably, as they say, wheel-and-deal.

Like every other dealer, we have units in various price ranges. Consequently, to remain financially healthy we cannot arbitrarily say we can accept, say, \$150 over invoice and be satisfied we just made that much we wouldn't have made had we passed up the deal.

With our overhead reduction of \$3,500 a month our break-even point on a unit is exactly .0676% above invoice. Workably, that is seven per cent. Say we buy a unit invoiced at \$2,000. As that particular unit sits on our floor our

break-even price is \$2,140. If we sell that unit for \$2,150, we have cleared \$10. But say we have a unit invoiced at \$3,000 and we sell it for \$150 over invoice. Then we have lost \$60, for our break-even point was the \$3,000 plus the seven per cent—or \$3,210.

Figures alone eliminate the wheel-and-deal method of operation, it's true. For the past year, we closed one out of eight deals we figured on. Once upon a time this ratio was one to every five. Today's salesmen account for some of this difference. They fail to qualify a prospect as they should.

Getting back to some more overhead reductions:

It's the accumulation of small expenses which have to be curtailed. It is never the one big one that bears watching. For example, we reduced our advertising budget 50%. We find that a two-column-by-two-inch ad brings the same results as a former six-by-six, at one third the cost. We are using no fewer insertions, but less space to tell our message.

By examining our lease holdings and arriving at new agreements, we were able to reduce our rents by 20%. Conversely, we looked at our old front and decided a new one was needed badly. The capital investment: \$36,000. The new, more attractive front has increased our sales appreciably.

We continued to whittle away until we got our overhead squared with our volume—40 new-car sales per month. (Our figures show we move 1.2 used cars for every new
(Continued on page 122)

This front, costing \$36,000, was built during the overhead-slashing program.



Fewer Mechanics But More Volume and Profit

By CLARENCE W. WICKHAM

Edgcombe Motor Co. (Ford-Mercury), Tarboro, N. C.

OUR average gross on shop parts sales is 32.2%. Our mechanics used to average about \$350 to \$400 labor sales per month, with the best barely doubling their salaries.

So, with the average mechanic doing about \$100 per week in labor, selling about \$95 in parts, we were grossing on him about \$65 per week.

I presented them a plan: to let the bottom third of the mechanics go. If they would do the same labor the whole crew was doing before, I offered to pay them a 60-40 basis after doubling their salary of \$60 per week. On a trial basis of 60 days, if they didn't turn out the work, I would then go back to the old basis and hire as many men as the shop could accommodate.

Now here is an example of how that worked. Here is what would happen to your gross if that mechanic could be induced to turn in \$200 of labor per week, double his guaranteed salary of \$60, leaving \$80 for commission purposes. Sixty per cent of the \$80 equals \$48 plus his salary of \$60, guaranteed, or the mechanic would get \$108. You would get \$92. The mechanic sells \$200 in parts instead of about \$95 to \$100. Your gross profit there would be \$70 on the parts. Seventy dollars on the parts plus \$92 on the labor equals \$162 gross per mechanic instead of the \$66 we had been grossing in the past. Your difference in the 50-50 labor cost is \$8.

We work on a \$3.50 per hour labor rate in the shop—mainline mechanics, that is—and \$4.90 per hour in the body and paint department. Our best mechanics now earn \$125 per week to \$150 per week and they do that by beating the flat rate or job price time.

This past year on our line mechanics we have earned 50.5% gross profit on labor sales. Our gross on parts and service now



Excerpts from an address before the annual convention of the National Automobile Dealers Association at Washington, D. C., last month. The speaker, a veteran dealer, is vice president of the North Carolina Automobile Dealers Association. For additional excerpts, turn to page 125.

averages about 34.8% over-all instead of about 25% as before, and we are retaining somewhat higher net in the parts and service department than our district average. We are retaining 20.7% after expenses and our district average is 16.5%. Our productivity per mechanic now averages about \$685 per month.

We now write about 440 repair orders per month, up from an average of 300 per month last year. Our labor sales per repair order reached a high for the month of \$16.55, for an average year-to-date of \$12.71. The district average for Ford dealers in the Richmond, Va., district, for comparison purposes, is \$8.76. We were about \$4 per repair order higher in labor sales than the district average.

Our parts sales per repair order reached a high of \$12.05 and the average year-to-date is \$11.85. There, again, the average of the

(Continued on page 112)

Dealers' Service Market Vanishing

This North Carolina dealer said the following regarding the franchised dealers' diminishing share of the service market:

Every franchised dealer can and should reach or approach 100% service absorption. It can be done. Cause for alarm today for the franchised dealer, in my opinion, is loss of potential service business, created by the franchised dealer, that is now being enjoyed by the service stations, specialists in quick service. Any successful dealer will tell you that his most profitable service business is in quick-service items—motor tune-ups, spark plugs, wheel balancing, muffler and tailpipe installation, brake jobs, etc.

From 1956 through 1959 service stations had an increase of 51.6% in the abovementioned items. Take a five-year span, '54-'59: service stations in 1954 were getting 17% of that business. In 1959 this had increased to 26%.

Franchised dealers in 1954 were getting 38.8% of that business; in 1959 they were getting only 33%.

Take our relatively new cars, '57, '58 and '59 models—barely out of the free-service period. Service station sales for parts and labor averaged \$156.80 per month per hundred vehicles. Franchised dealers' parts and labor sales were \$143.46 for the same group for the same period. Instead of getting better, we are gradually getting worse.

The franchised dealers' share of this business in the past six years has declined 35.5%. If new-car customers had been properly handled by the dealer's service department at the time of the sale, and during the warranty period, this would not be so.

But, you might say, "Okay, he doesn't need anything but small minor repairs, and he can get those quicker and cheaper at a service station."

Well, look at the next age group where you get into heavier repairs—'54's and '57's. Service station sales per month per hundred units, \$208.18; franchised dealer sales per month per hundred units, \$140.31.

My suggestion to every dealer in this room is to go home, take a good look at your service operation, see if your sales and profits are up to your make's district

(Continued on page 114)



Like its shorter-wheelbase brother, Falcon, the Comet comes in a wide variety of body styles and offers automatic or manual transmissions.

COMET Swooshes In

MERCURY dealers got their version of the Falcon this month with the advent of the Comet, using the 109.5"-wheelbase Falcon's 90hp engine in the Comet's 114"-wheelbase car.

Unitized body construction is employed both to give the Comet more resistance to bending and twisting forces and to save weight. This type of all-welded construction eliminates the frame. In the case of the Comet its body is 610 pounds lighter than the body and frame of a typical standard-sized six.

Additional durability is designed into the body by using rust-resistant galvanized steel in the rocker panels, rear body reinforcements and floor pan channels.

The Comet six-cylinder engine has a short 2.5" stroke, not only reducing friction but permitting a more compact, lower, lighter cylinder block. The block is made of cast iron. The engine is 32% lighter than a typical six and has 122 fewer parts. The side access plate, with its studs, nuts and gasket, has been eliminated. With a displacement of 144.3 cu. in. and a compression ratio of 8.7 to 1, the Comet engine produces 90hp.

The engine incorporates an integral intake manifold and cylin-

der head design, which simplifies the engine and reduces the possibility of leaks by eliminating more studs, nuts, gaskets, etc. This design assures quick heat transfer to the intake manifold through an uninterrupted path from the head to the manifold. Also, an aluminum water-heated spacer between the carburetor base and the manifold assures fast warm-up, excellent fuel vaporization and improved economy.

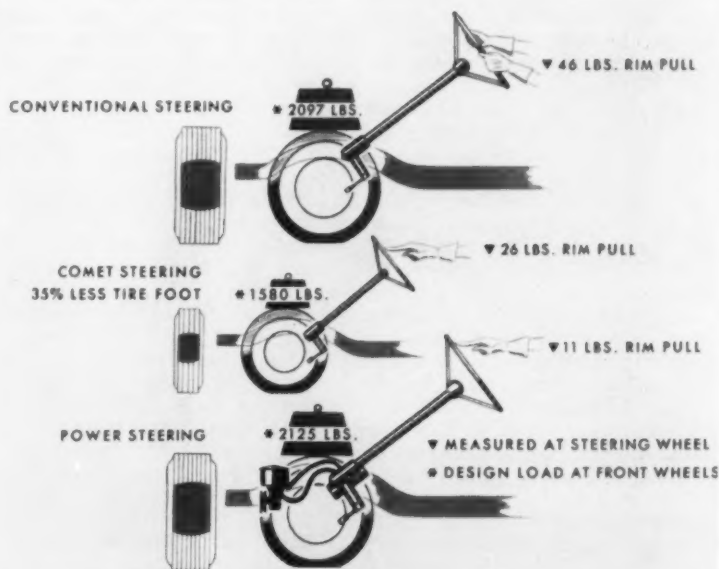
A standard compact three-speed manual shift synchromesh transmission and optional two-speed automatic transmission are available. The automatic is smaller in size than other similar transmissions, and uses aluminum in the converter housing, gear box and extension for a weight savings of 61 pounds, or 45%.

Weight has been reduced to a total of more than 1,250 pounds to bring the shipping weight of the four-door sedan to less than 2,500 pounds.

The heating and ventilation system features one of the largest cowl chambers in the industry, with six-inch-diameter ducts carrying the air to the passenger compartment. The heater controls air temperatures by mixing outside air with heated air from the heater core. This allows the driver to change temperatures instantly

(Continued on page 120)

The steering system has a parallelogram-type linkage with a recirculating ball steering gear. Both the cross link and tie rods connect directly to the pitman and idler arms. Over-all ratio is 27 to 1.



Mowers Cut Our Way to Dollars

By **SAMUEL J. HARPER**

Co-Partner, Fairfax Mower Service
(Division of Merrifield Chevron)
Merrifield, Va.

IN THESE days of keen competition and struggle for survival among gas stations, garages and dealers' shops, the servicing and repair of power mowers is a natural as a profitable sideline.

A "natural," I say, because any mechanic who can repair a car can repair a small gasoline engine. He can teach himself, or be trained by someone skilled and experienced in the small gasoline engine, or attend the manufacturer's school.

No matter how he acquires his skill, he will find a large and growing potential in power mower servicing and repair that his neighbors will press upon him in areas where lawns are kept green the year 'round, and even in more northerly sections where the season may run from March through October.

We started out five years ago to repair power mowers when homeowners in the neighborhood started pressing us to put their power mowers into working condition.

Power mower volume now comprises 50% of our gross, and is a most profitable department. It does require a certain amount of space in the shop, however, but no additional investment in tools or testing machines, since those used for automotive repair apply equally well here. An investment in



Servicing power mowers has proven a "natural" at this service station. It comprises half of the shop volume. Here a mechanic is welding the base plate on one of many lawn cutters which come in for attention.

parts stock may be small and cautious in the beginning, and grow as volume develops.

We went at it easy at first. I began studying the small gasoline engine when people brought me their power mowers and complained they were not working.

I approached them as I would an automobile engine. Checking them out on the testing gauges and meters, I found bad spark plugs

and carburetors that needed cleaning—repairs every mechanic is familiar with on a car engine. I tore down engines and reassembled them to learn the function of each part and how it was set up.

Power mowers kept coming in, and with accumulated experience I became thoroughly familiar with the small gasoline engine and its operation. Today I train the peo-

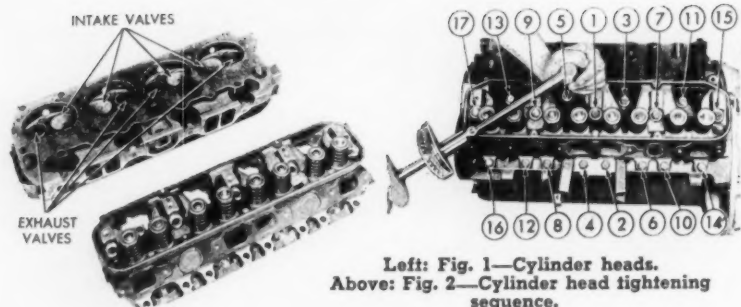
(Continued on page 110)

Owner Samuel Harper (left) of Merrifield Chevron shows an apprentice how to diagnose a mower's ills.



Testing equipment for a mower's small engine is the same as for a car engine, this Virginian found out.





Left: Fig. 1—Cylinder heads.
Above: Fig. 2—Cylinder head tightening sequence.

Head and Valve Service on Chrysler Engines

CYLINDER heads on Chrysler Corp. overhead valve engines differ from most others in that all intake and exhaust valve guides are cast as an integral part of the head.

These guides, like all others, wear as time of service increases. Since they are not a replaceable item, a slightly different type of cylinder head and valve service is recommended on the 361- and 383-cubic-inch powerplants.

The chrome alloy cast-iron cylinder heads as shown in Fig. 1 are held in place by 17 bolts. The spark plugs enter the cylinder head horizontally and are situated at the wide edge of the combustion chambers.

Removal:

Drain the cooling system.

Remove generator, carburetor air cleaner and fuel line. Disconnect the accelerator linkage.

Remove the vacuum control tube at carburetor and distributor.

Disconnect the distributor cap, coil wires and heater hose.

Disconnect the heat indicator sending unit wire.

Remove spark plugs situated under the manifolds.

Remove the intake manifolds, ignition coil and carburetor as an assembly.

Remove the tappet chamber cover.

Remove cylinder head covers and gaskets.

Note: On air-conditioned cars, No. 8 cylinder exhaust valve must be open to allow clearance be-

tween the right bank cylinder head cover and the heater housing.

Remove exhaust manifolds.

Remove the rocker arms and shaft assembly.

Remove the push rods and place them in their respective slots in holder tool C-3068.

Remove the 17 head bolts from each cylinder head and remove cylinder heads.

Place cylinder head in holding fixture tool C-3626.

Installation:

Clean the gasket surfaces of cylinder block and cylinder head.

Check all surfaces with a straightedge if there is any reason to suspect leakage.

Coat the new gaskets with No.

1122893 sealer.

Install the gaskets and cylinder heads.

Install cylinder head bolts. Starting at the top center, tighten all cylinder head bolts to 70 foot-pounds torque in sequence as shown in Fig. 2.

Repeat the procedure, tightening all head bolts to 70 foot-pounds torque.

Inspect push rods and replace worn or bent rods.

Install push rods with the small ends in tappets maintaining alignment, using rod as shown in Fig. 3.

Install the rocker arm and shaft assembly, starting each push rod into its respective rocker arm socket.

Note: Use extreme care in tightening bolts 30 foot-pounds torque so the tappets have time to bleed down to their operating length. Bulged tappet bodies, bent push rods and permanently noisy operation may result if the tappets are forced down too rapidly.

Place the new cylinder head cover gaskets in position and install cylinder head covers. Tighten the nuts to 40 inch-pounds torque.

Install exhaust manifolds and tighten the nuts to 30 foot-pounds torque.

Adjust spark plugs to .035" gap and install the plugs. Tighten to 30 foot-pounds torque with tool C-3054.

Install the tappet chamber cover and tighten end bolts to nine foot-pounds torque (Fig. 4).

Install intake manifold, carburetor and ignition coil as an assembly and tighten manifold bolts to 50 foot-pounds torque.

Install the distributor cap. Connect the coil wire, heat indicator sending unit wire, accelerator linkage, spark plug cables and insulators.

Install the vacuum tube from carburetor to distributor.

Install the fuel line and carburetor air cleaner.

Fill the cooling system. Adjust belt tensions.

Rocker arms and shaft assembly:

The rocker arms are of stamped steel and are arranged on one rocker arm shaft, per cylinder head. The push rod angularity tends to force the pairs of rocker arms toward each other where oilite spacers carry the side thrust at each rocker arm. Five brackets attach each rocker shaft to the cylinder head.

Removal:

Remove cylinder head cover and

By **E. M. LOWERY**

Technical Editor



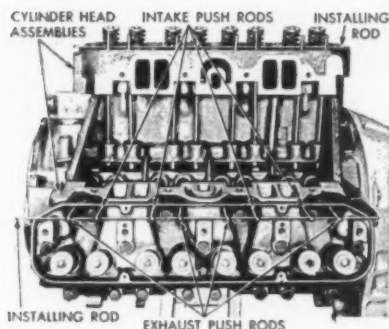


Fig. 3—Push rods installed.

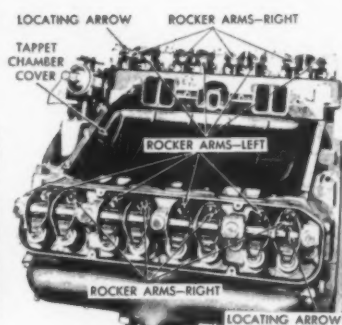


Fig. 4—Rocker arm installed.

gasket.

Remove the bolts that attach rocker arm support brackets to cylinder head and remove the rocker arms, brackets and shaft as an assembly.

If the rocker arm assemblies have been disassembled for cleaning, inspection, or replacement, refer to Figs. 4 and 5 for proper re-assembly.

Installation:

Note: The right and left rocker arms must be installed on rocker shaft as shown in Fig. 4. The stamped arrow on rocker shaft must be on top and the arrow must point toward the push rod side of the rocker arm. This is necessary to provide proper lubrication to the rocker assemblies. The two wide brackets must be installed with the oil feed grooves facing the push rod side of rocker arm shown in Figs. 4 and 5.

Install the rocker arms, brackets and shaft assembly.

Note: Use extreme care in tightening the bolts so that tappets have time to bleed down to their operating length. Bulged tappet bodies, bent push rods and permanent noisy operation may result if the tappets are forced down too rapidly.

Tighten the bolts to 30 foot-pounds torque.

Valves and valve springs:

Valves are arranged in-line in the cylinder heads and inclined 30° outward from vertical. Intake and exhaust valves operate in guides that are integral with the heads.

Removal:

With the cylinder head removed, compress valve springs, using tool C-3422.

Remove the valve retaining locks, valve spring retainers, valve stem cup seals and valve springs.

Remove the burrs from the valve stem lock grooves to prevent

damage to the valve guide when valves are removed.

Valve inspection:

Clean the valves thoroughly and discard burned, warped and cracked valves.

Measure valve stems for wear. New intake valve stem diameter should measure .372" to .373" and exhaust valve stem diameter should measure .371" to .372". If the wear exceeds .002", replace the valve.

Remove carbon and varnish deposits from the inside of valve guides with cleaner, tool C-756

Measure the valve stem guide clearance as follows:

Install sleeve tool C-3026 over the valve stem as shown in Fig. 6 and install valve.

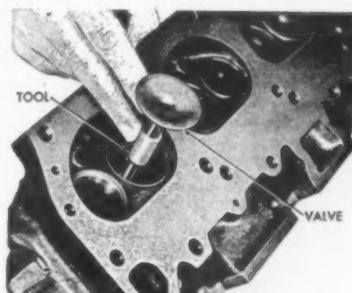
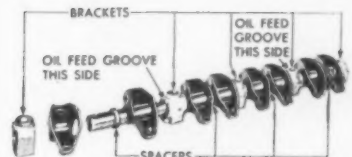
The special sleeve places the valve at the correct height for checking with a dial indicator. Attach the dial indicator tool C-3339 to cylinder head and set it at right angle of the valve stem being measured (Fig. 7).

Move valve to and from the indicator. The total dial indicator reading should not exceed .001" in intake valves and .014" on exhaust valves. Ream the guides for valves with oversize stems if dial indicator reading is excessive or if the stems are scuffed or scored.

Service valves with oversize stems are available in .005", .015" and .030" oversizes. Reamers to accommodate the oversize valve stem are as follows: reamer tool C-3433 (.379" to .380") and reamer tool C-3427 (.404" to .405").

Slowly turn reamer by hand and clean guide thoroughly before installing new valve. Do not attempt to ream the valve guides from standard directly to .030". Use step procedure of .005", .015" and .030" so the valve guides may be reamed true in relation to the valve seat.

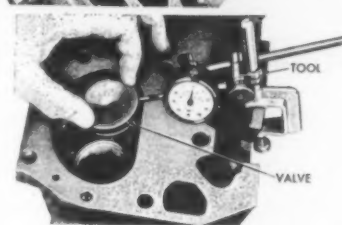
Note: Fig. 8 shows a special



Top: Fig. 5—Rocker arm and shaft assembly.

Center: Fig. 6—Measuring valve stem guide clearance.

Above: Fig. 7—Measuring guide wear, using tool C-3339.



valve reamer alignment tool. This enables the mechanic to do a more accurate job. Free-hand reaming usually results in the guide hole being bell-shaped — not true to size from top to bottom. If the guide is not reamed true to the valve seat, the valve will not seat properly.

Refacing valves and valve seats:

The intake and exhaust valve faces have a 45° angle. Always inspect the reaming margin after the valves are refaced (Fig. 9). Valves with less than 3/64" margin should be discarded.

The angle of both valve and seat should be identical. When refacing the valve seats it is important that the correct-size valve guide pilot be used for reseating stones. A true and complete surface must be obtained.

Measure the concentricity of valve seat, using a dial indicator. The total runout should not exceed .002" (total indicator reading). When the seat is properly positioned, the width of intake seats should be 1/16" to 3/32". The width of exhaust seats should be 3/64" to 1/16".

When the valves and seats are

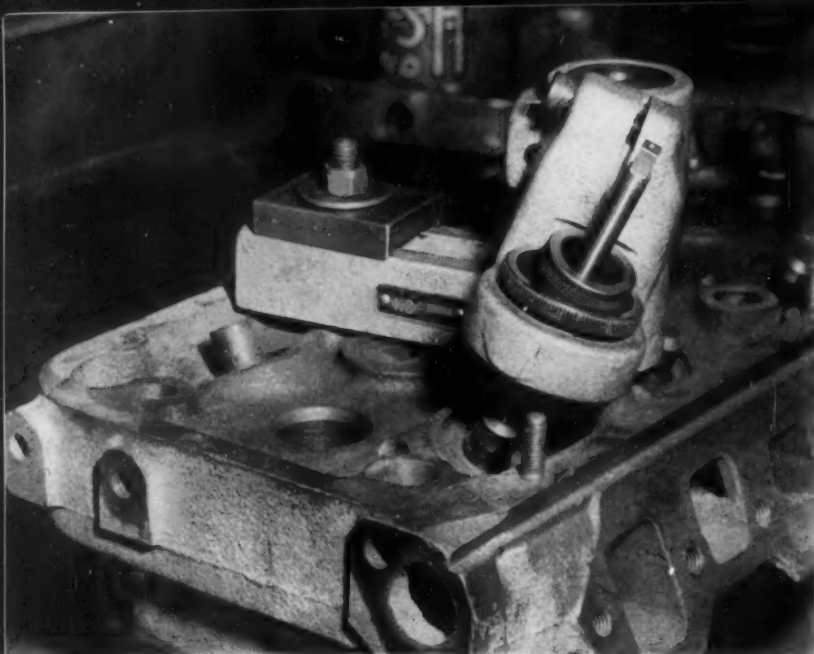


Fig. 8—A special valve reamer alignment tool enables the mechanic to do a more accurate job. Free-hand reaming usually results in the guide hole being bell-shaped.

reground, the position of the valve in the cylinder head is changed, shortening the operating length of hydraulic tappet. This means that the plunger is operating closer to its bottomed position, and less clearance is available for thermal expansion of valve mechanism during high-speed driving.

The design of the valve mechanism includes a safety factor to allow for a limited amount of wear, and the refacing of valves and seats.

To insure that the limits have not been exceeded, the dimension from valve spring seat in head to valve tip should be measured with gauge, tool C-3648, as shown in Fig. 10.

The end of the cylindrical gauge and the bottom of slotted area represent the maximum and minimum allowable extension of valve stem tip beyond the spring seat.

If the tip exceeds maximum, grind the stem tip to within gauge limits. Clean tappets if tip grinding is required.

Testing valve springs:

Whenever the valves have been removed for inspection, reconditioning or replacement, the valve springs should be tested. To test a spring, first determine the length at which the spring is to be tested. As an example, the compressed length of the spring to be tested is $1\frac{15}{32}$ ".

Turn the table of tool C-647 until surface is in line with the $1\frac{15}{32}$ " mark on the threaded

stud and the zero mark to the front. Place spring over stud on table and lift the compressing lever to set the tone device.

Pull on torque wrench until a ping is heard. Take a reading on torque wrench at this instant. Multiply this reading by two. This will give the spring load at the test length. Frictional measurements are indicated on the table for finer adjustments. The valve springs should test 187 to 203 pounds when compressed to $1\frac{15}{32}$ ". Discard springs that do not meet these specifications.

Inspect each valve spring for squareness with a steel square and surface plate.

If the spring is more than $1/16$ " out of square, install a new spring. Installation:

Coat the valve stems with lubricating oil and insert them in position in cylinder head.

Install the cup seals on intake and exhaust valve stems and over valve guides, as shown in Figs. 11 and 12, and install springs and retainers.

Compress the valve springs with tool C-3422. Install locks and re-

lease tool.

Note: If the valves and/or seats are reground, measure the installed height of springs. Make sure measurement is taken from the bottom of the spring seat in cylinder head to the bottom surface of spring retainer. (If spacers are installed, measure from the top of spacer.) If height is greater than $1\frac{57}{64}$ ", install a $1/16$ " spacer in head counterbore to bring spring height back to normal $1\frac{53}{64}$ " to $1\frac{57}{64}$ ".

Checking hydraulic tappets:

Preliminary to checking hydraulic tappets:

Before disassembling any part of engine to correct tappet noise, check the oil pressure and check the oil level in the oil pan. The pressure should be between 45 and 65 pounds at 40 to 50mph.

The oil level in the pan should never be above "full" mark on dipstick, or below "add oil" mark. Either condition could be responsible for noisy tappets.

Oil level too high:

If oil level is above "full" mark on dipstick, it is possible for the connecting rods to dip into oil while the engine is running and create foam. Foam in the oil pan would be fed to the hydraulic tappets by the oil pump, causing them to go flat and allowing the valves to seat noisily.

Oil level too low:

Low oil level may allow the oil pump to take in air which, when fed to tappets, causes them to lose length and allows the valves to seat noisily. Any leaks on intake side of the pump through which air can be drawn will create the same tappet action. When tappet noise is due to aeration, it may be intermittent or constant, and usually more than one tappet will be noisy. When oil level and leaks have been corrected, the engine should be operated at fast-idle for sufficient time to allow all of air inside of tappets to be bled out.

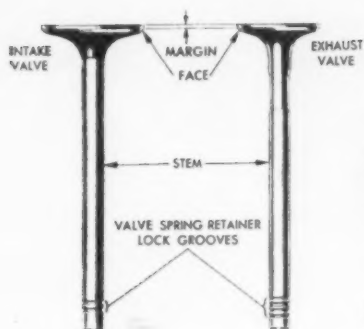
Tappet noises:

To determine the source of tappet noise, operate the engine at idle with the cylinder head covers removed.

Feel each valve spring or rocker

April: Wheels and Tires

With SAJ's annual safety issue next month, Ed Lowery will bear down on wheel and tire service—correct balance and alignment—to assure safety plus normal wear and service.



arm to detect the noisy tappet. The noisy tappet will cause the affected spring and/or rocker arm to vibrate or feel rough in operation.

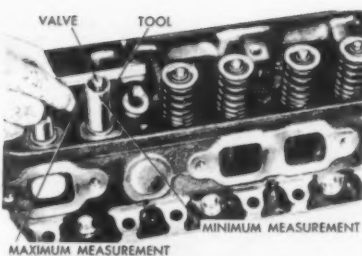
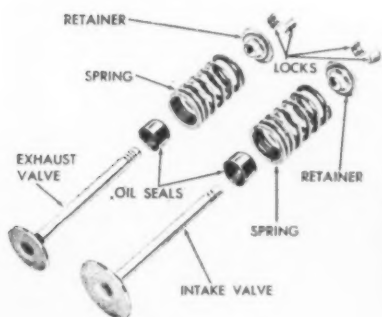
Note: Worn valve guides or cocked springs are sometimes mistaken for noisy tappets. If such is the case, noise may be dampened by applying side thrust on valve spring. Inspect rocker arm push rod sockets and push rod ends for wear. If noise is not appreciably reduced, it can be assumed the noise is in the tappet.

Valve tappet noise ranges from a light noise to a heavy click. A light noise is usually caused by excessive leakdown around the unit plunger, or by the plunger partially sticking in the tappet body cylinder.

A heavy click is caused either by a tappet check valve not seating, or by foreign particles becoming wedged between the plunger and tappet body, causing plunger to stick in the down position. This heavy click will be accompanied by excessive clearance between valve stem and rocker arm as valve closes.

In either case, the tappet assembly should be removed for inspection and cleaning.

Head and valve service pays off. Let's do it right.



Left: Fig. 9—Intake and exhaust valve faces.
Above: Fig. 10—Measuring valve stem length, using tool C-3648

Plymouth Offers Tip On Shock Noise

PLYMOUTH Division has issued the following bulletin on shock absorber mounting noise which may be encountered:

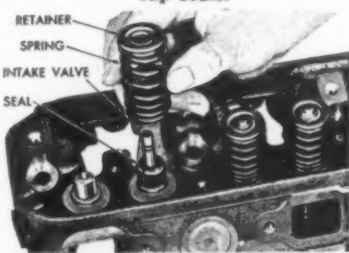
It is sometimes possible to eliminate what appears to be a shock absorber noise without needlessly replacing the shock absorbers. It has been found that noises may occur in the front or rear mountings, although the shock absorbers appear to be at fault.

If this condition is not corrected, the result could be an unnecessary replacement of parts without effecting the desired correction.

Before replacing shock absorbers investigate the following:

The front lower shock absorber mounting bolt, part No. 1736997, may have a short thread which, when drawn up by its nut to the specified 55 ft.-lbs. torque, will bottom in the nut. This will cause the "U" mounting bracket on the lower control assembly to improperly clamp against the lower shock absorber mounting bushing. Remove the nut and install a flat washer, part No. 120395 or equivalent, and reinstall nut to proper torque.

Left: Fig. 11—Valve assembly (disassembled view).
Below: Fig. 12—Installing valve and cup seals.



The rear upper shock absorber mounting stud may be loosely attached to the car body. If it is, remove the nut and inspect both the nut threads and stud threads for damage. Replace if necessary; otherwise reinstall nut and tighten to 70 ft.-lbs. torque.

No-Pedal Brake System Gets Week Tryout

A STANDARD American car without a brake pedal was driven by hundreds of motor vehicle commissioners, engineers and safety officials during a week-long conference at Portsmouth, N. H.

The car was equipped with a "Perma Anti-Skid Control" built into the transmission, which "senses" road conditions and controls total wheel lock-up during braking, preventing skids on ice or wet pavements.

A. J. White, director of Motor Vehicle Research of New Hampshire, described the system in an address before the 27th annual convention of the American Association of Motor Vehicle Commissioners.

A unit no larger than a "pop" bottle reportedly "thinks" for the driver and brings the car to a stop in a controllable manner. No brake pedal is used, since one control is used for braking and accelerating, thereby reducing the action time in emergencies.

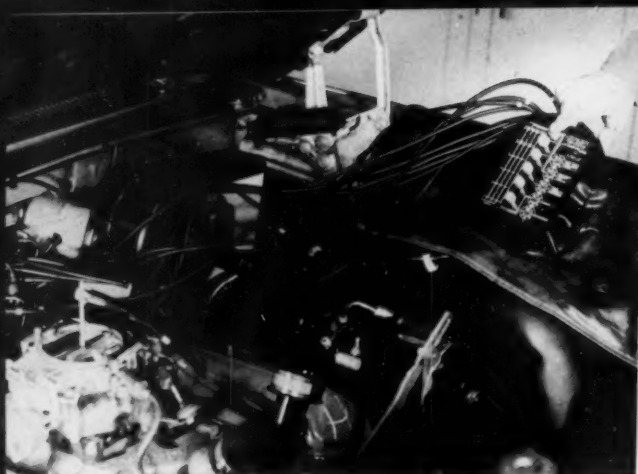
White said, "The use of such a system is long overdue in automobiles as skidding is a prime factor in accidents. If we are to achieve any measurable progress in accident prevention, better vehicle control during braking is mandatory."

The car was tested on wet and gravel roads at speeds up to 50mph with braking under emergency conditions. Adaptability to a single control was said to be excellent.

Tire Tests at 510mph Revealed by Goodyear

A TIRE-TESTING speed of 510 mph, demonstrated by engineers of the Goodyear Tire & Rubber Co., is said to be the fastest ever attained by a tire.

The speed was reached on a giant, \$2 million engineering facility known as a multi-stage dynamometer system. The new installation will enable engineers to learn what causes a tire to fail at ultra-high speeds. Tests to the "breaking point" revealed none failed below 297mph.



Cylinder balance tester goes into action.



Electronic-type testers are gaining in numbers yearly.

Proper Tune-Ups Change, Too

By E. S. HARRIS

WILL yesterday's tune-up do the job today?

The answer to this is "no"—no more than today's tune-up will suffice for tomorrow, for tune-up work is an ever-changing process.

True, the end product is an engine conditioned to deliver all the power, performance, economy and dependability built into it. And, of course, a customer who is satisfied with the job and the price now, as ever, has been the objective. But times change, engines change and customers get changed viewpoints due to experience, observation and associations.

Whether or not we like it, customers get "sold" on what it takes to do a good job for them, and if they don't see the equipment they think is required, they get the idea somebody is old-fashioned and trying to get by with something short of the best.

In keeping up with both engine changes and equipment improvement, plus customer perceptiveness, a tune-up specialist finds it impossible to relax and let the world go by. He must be sensitive to change in every area affecting his livelihood.

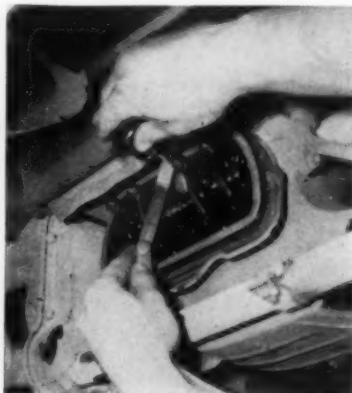
In the equipment line the laboratory-type electronic testing equipment is becoming increasingly popular and its widespread use is conditioning many customers to being shown their engine condition by dramatic little lines darting across a scope screen. An increasing number of suppliers are featuring this type of instrument each year, and more and more mechan-

ics are depending on the traces on their ignition oscilloscopes for their own information as well as using them to inform and sell the customer.

Spark plug manufacturers have put many of their smaller scope units in the field to help the mechanic locate and demonstrate spark plug requirements and encourage replacements before real trouble stalls the motorists. Use of these modern diagnosis units scientifically pinpoints weaknesses and thereby merchandises profitable parts and labor in a manner that convinces a customer so that he remains sold on his job and his serviceman.

Change in technique for certain

Valves are adjusted from the under side of some cars.



tune-up operations may dictate the use of new equipment as well as new equipment can cause change in technique. Tune-up men have used the cylinder balance test off and on for many years, of course, and most of them have wire harness sets to attach to the spark plugs for this test. But an innovation in the tune-up picture was caused by the advent of pancake-type, horizontally-opposed engines in the passenger-car field and caused the cylinder balance test to become a must in their tune-up.

The cylinder balance test became essential on these engines since the compression test could not be carried out on the point of indicating where the compression leakage was occurring. Squirt-ing oil on the piston to seal the rings to isolate the leakage wouldn't work out well on these engines since the oil would run down to the low side of the cylinder and make the test inconclusive. So mechanics choose to make the cylinder balance test to measure the operating efficiency of the individual cylinders by testing them in pairs, instead of relying on the compression test.

This system works as well on conventional engines as the opposed jobs and consists of a wiring harness attached to the secondary ignition cables so all but two opposing cylinders are shorted out. The operation of the engine on these two cylinders is checked with a tachometer and vacuum gauge, and then two other opposing cylinders are chosen to take

over with all others shorted, and the output of the pair is compared after the vacuum and rpm readings are compared. A new tester for this operation was introduced recently, and the shorting is controlled by buttons on the control panel of the tester.

Not infrequently an engine deficiency that could be ignored on vehicles of the past can cause big, fat trouble on modern engines. For instance, reverse polarity of the ignition system was common in the past, and some mechanics would bet that half the vehicles rolling were crossed up if the coil had been replaced.

When the battery is properly grounded for the system, reverse polarity in the ignition system usually occurs from a crossup in the connecting of the coil primary leads. It may require half again the voltage to fire a plug with the system wired in reverse, and performance in modern high-compression engines suffers accordingly. So the wise operator always makes certain his ignition system polarity is correct by checking the coil markings or their part number in the catalog before he turns the car back to the owner.

In years past the mechanic could usually feel he could master the tune-up for any given make of car by learning a few facts about the current model. Not so now. Each make may turn up with three or more tune-up procedures due to a standard-gasoline model, a premium-gasoline model and a super-duper model with a power package to squeeze a few dozen extra horsepower from the premium fuel. The buyers of the individual powerplants have certain desires regarding the performance and economy they want from their choice, so the mechanic has his work cut out for him in fitting the tune-up to the engine and the



Top: Ignition components on the imports are usually very similar to the domestic cars.

Above: Adding oil to the vacuum chamber on the S. U. carburetor.

customer.

Since the carburetors are increasing in numbers on the individual engine and in complexity, on-the-engine cleaning and fuel system conditioning with special chemicals has become a new service for many mechanics. They find they are able to give the customer a between-tune-up service that saves him money and still renders a nice profit.

Then to add to the wide divergence of procedures he must learn on domestic cars, the imported-car population has grown to the point that few general tune-up specialists can escape buying tools and reading specs to prepare to service the customers' sport or economy vehicles as part of the daily stint.

Fortunately many of the imports run in "families," so that

learning about one prepares the mechanic to service many. And for the most part simplicity is the watchword in these cars, so that they can be learned and understood quickly and easily.

Several imports require an undercar stance to adjust the valves and several English imports make use of single-jet carburetors, which require a bit of study to understand. The distinguishing feature of these carburetors is the vacuum chamber, which contains a piston and jet needle among other components which require some attention to assure the proper control of fuel fed to the engine, and they must be checked for oil.

The hex nut at the top of the chamber is removed with its attached plunger and SAE 30 engine oil is added to the hollow piston spindle (for temperatures below freezing, 20 grade is used). Since these carbs may appear in singles or multiple application which requires synchronization, special training is recommended for their complete servicing.

It can easily be seen that today's tune-ups are a far cry from those of yesterday, and it doesn't take much of a predictor to state that tomorrow's tune-ups will continue the evolution, for engine developments will continue at an increased pace. In the tune-up field the only constant is change, and the smart operator will not be left out by failing to change with the new times.

Portable scopes to check the condition of spark plugs are becoming more and more popular. They also help show troubles to the customer.





National, regional and state leaders of the service market attended this recent (Jan. 24) meeting of committees on planning for the July 7-9 fifth annual convention of the Independent Garage Owners of America. Starting with nearest man seated at head of table and going around clockwise they are: Harry Wright, president of the IGO of Greater Atlanta; H. F. "Red" Reagin of Atlanta, president of IGOA; William A. Shope of Atlanta, past president of Automotive Booster Club B-6; Ben T. Ward of Charlotte, president of B-33; Henry S. Clark of Atlanta, member of IGOA advisory committee; J. Thomas Clark of Atlanta, chairman of Southeastern group of Automotive Affiliated Representatives; M. I. "Mose" Hudson of Jacksonville, Fla., second vice president of Automotive Booster Clubs International; R. T. Coffin of Dallas, Texas (representing A.R.A. Mfg. Co., an allied member of IGOA); Cowan W. Hill, secretary of the Greater Atlanta IGOA unit; Grant Roy of Atlanta (representing Official Products Co., an allied member); A. D. Moody of Knoxville, past president of Automotive Wholesalers Association of Tennessee; George W. Kinnie of Knoxville, president of AWAT; John F. Agel of Atlanta (representing

John Rogers Co., an allied member); Charles Bridwell of Thomas S. Perry Co., warehouse distributor, Atlanta; J. W. Haynie of Forest Park, Ga.; William C. "Bill" Herbert of Atlanta, editor of Southern Automotive Journal; B. B. Blackburn of Atlanta; W. R. Stone of Hapeville, first vice president of the IGO of Georgia; Travis Vick and J. B. Rainwater of Atlanta; J. D. Thompson, president of the IGO of Nashville, Tenn.; Bryan Davis of Raleigh, president of the IGO of North Carolina; B. M. Smith, general manager of National Parts Warehouse, Atlanta, and Howard Viar of Savannah, president of IGO of Georgia. Standing in rear are (l. to r.): Glenn Meely of Greenville, S. C.; Lewis Allison of Greenville, president of the IGO of South Carolina; C. D. Bedenbaugh of Atlanta, executive secretary of the IGO of Georgia; Thomas S. Perry of Atlanta, president of The Automotive Warehouse Distributors Association; A. J. Barnes of Manchester, president of the Georgia Automotive Wholesalers Association; Lew Corley of Atlanta (representing Grey-Rock Division, an allied member); D. T. Fowler of Decatur, Ga., and C. L. Salyer of Atlanta. Ira Saks of Cleveland, Ohio, an industry leader, will be among the top speakers.

Garagemen Begin Shaping Atlanta Convention

FROM a "genuine Southern barbecue" to a panel discussion of current problems by well-known garagemen, the program for the fifth annual convention of the Independent Garage Owners of America is taking shape.

Some of the most prominent leaders of the service market in the Southeast, including topflight garage operators, attended a recent meeting of various committees to begin work on the program for the meeting, to be held July 7-9 at the Dinkler Plaza Hotel in downtown Atlanta.

H. F. "Red" Reagin of Atlanta, IGOA's president, presided over the general conference before the chairmen later held meetings of their committees from which these details were determined:

Early registration will begin Wednesday afternoon, July 6.

Meetings of the board of directors, to discuss a slate of topics to be announced later, will occupy the business sessions Thursday and Friday.

Weather permitting, a barbecue will be held at Atlanta's famous

Grant Park and Zoo at noon
(Continued on page 122)

Leaders of Southeastern garagemen attending the Atlanta meeting of various convention planning committees included (l. to r.): W. R. Stone of Hapeville, Ga., first vice president of the IGO of Georgia; H. F. "Red" Reagin of Atlanta, president of IGOA; Bryan Davis of Raleigh, president of the IGO of North Carolina; Lewis Allison of Greenville, president of the IGO of South Carolina; Harry Wright, president of the IGO of Greater Atlanta; Howard Viar of Savannah, president of the IGO of Georgia, and H. G. Stubblefield, president of the IGO of Nashville, Tenn.



Troubleshooting Chrysler's Vacuum Door Lock System

By E. M. LOWERY
Technical Editor

LONG sought as a safety feature as well as to combat intrusion by thieves, the vacuum door lock is now an available option on Chrysler Corp. cars for 1960.

The following diagnosis and procedure applies to these various units, but specifically we are dealing with steps as related to the Dodge. The only difference is to be found in the placement of the various units of the system.

The power-locking system uses engine vacuum as a power source. There are four component parts to the basic unit, as shown in Fig. 1. The parts are: (1) a manual selector switch mounted on the instrument panel, (2) a vacuum actuator unit with lock actuating arm mounted in each door, (3) a vacuum distributor valve mounted under the instrument panel to the left of the steering column on the firewall and (4) a vacuum reservoir mounted in the engine compartment on the right side of the radiator yoke.

The manual switch on the dash has three positions: (1) down - lock, (2) up - unlock and (3) center or neutral. The doors may all be locked or unlocked simultaneously with the instrument panel manual switch. Each front door may be unlocked individually from the inside, with the door handles. The rear doors may be unlocked individually with the remote locking lever. The front doors may also be unlocked with the ignition key from the outside of the car.

The manual switch on the instrument panel selects the distributor valve function. The vacuum distributor valve directs the proper pressure signal to the vacuum actuator units in each door. The vacuum actuator units do the work of locking or unlocking the particular door. The vacuum reservoir will provide a locking or unlocking function when the engine is not running.

Lock control valve with locking switch—removal:

Unscrew lock nut to loosen switch from switch plate. Disconnect three hoses (one large and two small) from distributor, removing manual switch and hose back of instrument panel.

Installation:

Install the three hoses leading from the distributor to the switch, slipping them on the switch connections and making sure the small hose with the red stripe is reinstalled on the connection marked with red. Install the switch assembly from the back of the instrument panel through the hole in the switch plate and secure in place on the face of the instrument panel by installing the lock nut securely on the threaded shaft of the switch.

Vacuum actuator unit—removal:

Remove garnish molding, arm rest, inside door handle, window regulator handle, inside door lock (if on rear door), door trim panel and shower curtain. Disconnect the two rubber hoses from the actuator. The vacuum actuator is then accessible for removal after first removing its attaching screws and link clip.

Installation:

Install the vacuum actuator in the door with attaching screws and link clip. Attach the two rubber hoses, slipping them over the two connections on the actuator and making sure the hose with the red stripe is reinstalled on the connection marked with red. Replace the shower curtain and reinstall the door trim panel. Then reinstall the door hardware, beginning with the inside door lock (if on rear door), window regulator handle, inside door handle and arm rest. Finally, reinstall the garnish molding.

Vacuum distributor valve—removal:

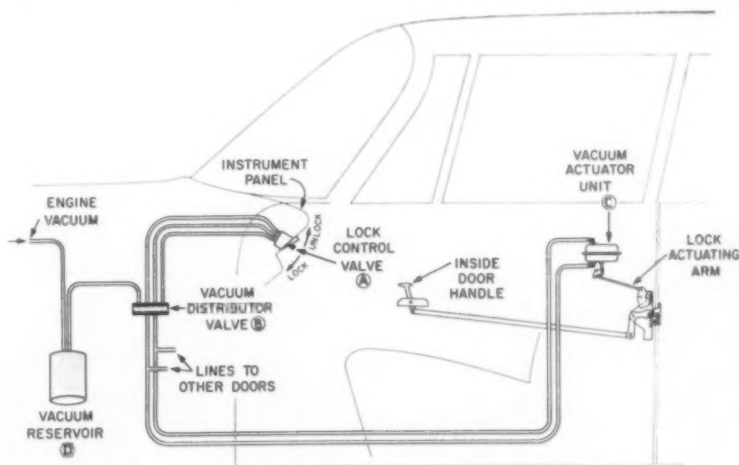
Disconnect the large hose leading from the vacuum reservoir. Disconnect the three hoses (one large and two small) leading to the manual switch. Disconnect the small hose to the deactivator valve. Disconnect the two large hoses leading to the doors. The vacuum distributor valve can then be removed from the firewall after first removing its attaching screws.

Installation:

Install the vacuum distributor valve on the firewall under the instrument panel with its attaching screws. Install the two large hoses leading to the doors by slipping them over the connections on the vacuum distributor valve. Make sure that the large hose with the red stripe is installed on the connection marked with red.

Install the three hoses (one large and two small) leading to the manual switch by slipping them over the connections on the vacuum distributor valve. Make sure that the small hose with the red stripe is installed on the connec-

Fig. 1—This shows the component parts of the vacuum door lock system.





"Business must be getting better, or our work is getting bad."

tion marked with red.

Install the large hose leading from the vacuum reservoir by slipping it over the connection on the vacuum distributor valve.

Vacuum reservoir—removal and installation:

Disconnect the large vacuum hose leading from the engine manifold. Disconnect the large hose at the tank leading to the vacuum distributor valve. Then remove the two metal screws attaching the support clamps to the radiator yoke and remove the reservoir.

Install the vacuum reservoir on the radiator yoke, attaching both ends of the support clamp to the yoke with the metal screw. Install the large hose leading to the vacuum distributor valve by slipping it over the tank connection. Install the large hose leading from the engine manifold by slipping it over the tank connection.

Hoses—removal and installation:

The large hose from the manifold to the vacuum reservoir is accessible for removal under the hood. Disconnect the one end from the engine manifold and the other end from the vacuum reservoir.

The large hose from the vacuum reservoir to the vacuum distributor valve must first be disconnected from the reservoir under the hood and then from the vacuum distributor valve under the instrument panel and pulled through the grommet in the firewall.

The three hoses from the vacuum distributor valve to the manual

switch are accessible for removal under the instrument panel after first disconnecting each end from the respective units.

To remove the two large hoses to the front doors, first remove the kick pad and then remove the door hardware and trim as indicated for removal of vacuum actuator unit. The hoses to the front doors run from the tees inside the cowl, through the "A" post grommet into the door hinge face. Hoses must be disconnected from two clips on inside door panel and one clip on the door shut face just under the lock before hoses can be removed.

To remove the two large hoses to the rear doors, first remove the kick pad and then remove the door hardware and trim as indicated for removal of vacuum actuator unit. The hoses to the rear doors run from the tees inside the cowl, out of the cowl and along the side sill into the "B" post grommet into the hinge face of the door. The hoses must be removed from the clip on the inside of the hinge face of the door and the two clips on the inside door panel before they can be removed.

The main feed lines to the doors run from the distributor valve to tees just above the distributor valve. The main feed lines branch out from these tees to both sides of the body.

To remove hose to the seat deactivator valve, disconnect hose from manifold tee connection and

from automatic connection on distributor. Remove kick pad, front left side scuff plate, pull rear carpet from under front seat and remove hose from seat valve connections. Pull hose out of wire sill cover and side cowl. Pull the other end of the hose through the grommet in the firewall.

Installation:

Install one end of the large hose from the manifold to the vacuum reservoir on the engine manifold fitting at the rear of the engine and the other end by slipping it over the connection on the vacuum reservoir.

The large hose from the vacuum reservoir to the vacuum distributor valve must first be installed under the instrument panel by slipping it over the fitting on the vacuum distributor valve. Then slip the hose through the grommet in the firewall and install the other end of the vacuum reservoir by slipping it over the connection on the reservoir.

Installing the Hoses

Install the three hoses (one large and two small) from the vacuum distributor valve to the manual switch by first slipping one end of each over the connections on the back of the switch assembly under the instrument panel. Then install the other end of each hose on the distributor valve on the firewall by slipping them over the connections on the valve. Make sure the small hose with the red stripe is installed on the connections marked with red.

Install the two large hoses to either front door by first slipping one end of each over the connections on vacuum actuator unit in the door. Secure the hoses in place with one clip on the inside of the shut face of the door and with two clips on the inside door panel. Slip the other end of the hoses through the hole in the hinge face of the door and through the grommet in the "A" post, connecting the two ends to the tees inside the cowl by slipping them over the tee connections.

Make sure both ends of the hose with the red stripe are installed on the connections marked with red. Replace the shower curtain and reinstall the door trim panel. Then reinstall the window regulator handle, inside door handle, arm rest and garnish molding. Finally, reinstall the cowl kick pad.

Install the two large hoses to
(Continued on page 130)

Texan Takes Seven Steps to Lower His Costs

By RUEL McDANIEL

A BASIC reason why Commercial Motor Co. (Ford), Aransas Pass, Texas, has made at least some net profit every year since its present management took over in 1940 is a policy of working for increased gross volume without an increase in variable overhead. A seven-point program has helped minimize many costs.

The company does a million dollars' worth of business a year and employs 25 people.

"We find it more vital in maintaining net profit to arrive at a fair and reasonable overhead, necessary to provide proper services to customers and employees, and then build up volume without increasing that overhead," explained Walter E. Boehnke, president.

"That, to us, is more vital in maintaining a desirable net profit figure than trying to reduce overhead on the basis of current volume. That is difficult to do, for certain basic variables as well as fixed overhead are essential to the proper conduct of the business. Increase volume and hold the line on variable as well as fixed over-

head, and net profit logically goes up."

Here are some of the things Boehnke has done to hold down variable overhead items, while increasing volume:

1.—Sell all employees on the idea that holding down overhead is a 24-hour job and that everyone must be alert to eliminate waste and to avoid spending money unnecessarily. Boehnke brings up the subject of overhead at nearly every general and department head meeting and by careful explanation makes employees understand that saving money through reduced overhead is more important than increasing volume.

2.—He requires that a numbered purchase order be used by everyone, from himself on down to the janitor, to draw anything from stock or to buy outside supplies. There are no exceptions to this rule. As a consequence, he sees all purchase orders and is able to catch any unusual variable overhead expenditures at once.

For example, if he sees that the janitor is requisitioning another container of sweeping compound

and remembers that only a week before he ordered a barrel of the stuff, he knows something is wrong and he learns what it is. If there is a leak in the use of sweeping compound, he stops the leak before it runs into any appreciable amount.

3.—He has one mechanic, paid a flat salary, to work on all company vehicles and all customer vehicles under warranty. This policy serves the double purpose of holding down service costs and building customer good-will.

"If a customer whose car is out of warranty feels that he has a gripe and should receive certain service without cost, this mechanic does it and we don't charge the customer," he said.

"The plan eliminates running the car through the service department and having to work out an adjustment with the commission mechanic who would do the work. We need a man to service all new cars and maintain company vehicles anyway, and as long as he can take care of customer gripes and warranty work on the same salary, we reduce the cost of company service, without disrupting the even routine of the service department."

4.—He pays the parts department manager a bonus of two per cent on all "1863" forms he sends in to the factory. These are the forms required of the factory before it will compensate the dealer for parts used in warranty service.

"At first glance, this might appear to add to overhead, rather than reduce it," Boehnke explained. "But on the contrary, it

(Continued on page 128)

Dealer Boehnke guards against rising variable costs.

Parts Manager Leonard Dunk watches parts warranty credit.



Corvair Engine: Care and Tuning

By E. S. HARRIS

COME to think of it, rear-engine design is not altogether new to the American automotive scene, for a number of the pioneer auto makers positioned their powerplant at the rear axle.

And as a matter of record, several of them favored a midship location for the engine before they all finally seemed to agree that the engine should be up front, and this location became so familiar down through the years that servicemen found themselves hard put to remember that some of the popular little imported compact cars should be approached from the rear when the oil was to be checked or the spark plugs cleaned.

But now that they are fairly well conditioned to this novel approach for engine service, there should be no confusion when confronted by the new Chevrolet Corvair with its horizontally-opposed, air-cooled, six - cylinder engine cozily housed in the rear deck.

Generous use of aluminum characterizes the construction of the Corvair engine with its cast-aluminum cylinder heads, cast-aluminum alloy crankcase and many other parts fabricated from this lightweight metal.

The engine is integrated with a transaxle to form a compact power package which is removed from the chassis as a unit. Either a manual or an automatic transmission is

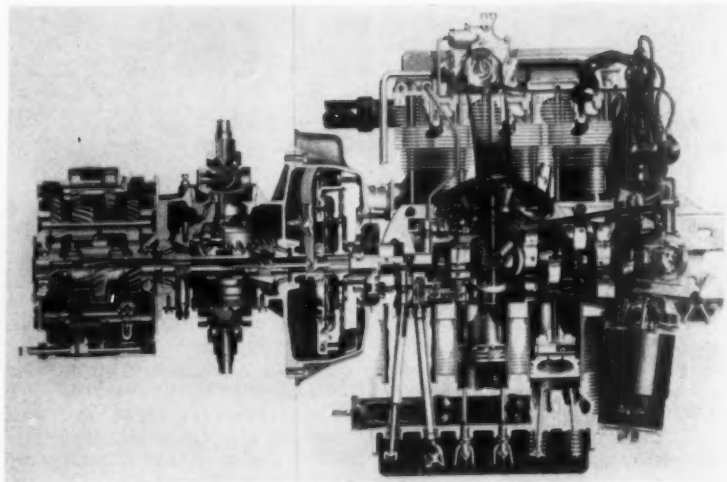


Fig. 1—This is the Corvair's power package.

available, and in either case the transmission is separated from the engine by the differential carrier. Thus the transmission is toward the front of the car and the engine is at the rear, with the rear axle lying between them.

Tracing the power flow finds that the engine torque is transmitted to the transmission by the clutch shaft which runs axially through the rear axle pinion shaft. The torque is then multiplied in the transmission or is passed on in the same ratio to the rear axle pinion which is splined to the transmission shaft. Power flow from this point is conventional, since the pinion drives a ring gear bolted to a differential carrier which drives the axles through side gears.

With the optional, automatic transmission version, the torque converter is mounted at the clutch location on the engine, and two shafts run from the converter to the Powerglide unit. The turbine shaft is functionally comparable with the clutch shaft, except that it is hollow, and the second shaft is required to drive the front pump of the automatic transmission.

The crankcase is vertically divided into two halves held together by bolts at the parting line. Each crankcase half has three pilot openings for the individual cast-iron cylinders which are positioned to the openings by four long studs at each cylinder. These studs pass through the cylinder

cooling fin structure and cylinder head and secure the head and cylinders to the crankcase.

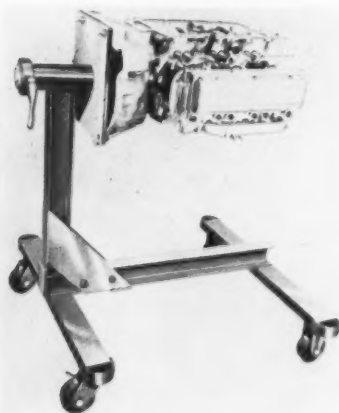
The two identical cylinder heads have cooling fins and integral intake manifolds, wedge - shaped combustion chambers and valves for each cylinder. The valves are actuated by pushrods through stamped rocker arms. The steel alloy valve seats have a 45° seat angle for all valves, seat width on the intake is 1/32" to 3/32" and exhaust is 1/16" to 1/8".

Steel tubes house the individual push rods between the cylinder head and crankcase and serve to drain back oil from the cylinder head to the shallow oil pan bolted to the bottom of the crankcase.

The alloy cast-iron camshaft, which actuates the push rods through hydraulic lifters, is nested between the halves of the crankcase below the crankshaft. Each of the three exhaust valve lobes on the camshaft is twice the width of the intake lobes and actuates a pair of exhaust valve lifters. The journals ride directly on the machined base metal of the crankcase; thrust is taken by a thrust washer situated between the camshaft gear and front bearing.

The forged-steel crankshaft is housed above the camshaft between the split halves of the crankcase and has six throws arranged in pairs, each crankpin being removed 180° from the other member of its pair. Pairs are situated 60° apart. No separate main bear-

Fig. 2—Engine mounted on stand for overhaul.



ing caps are required since the four, steel-backed babbitt bearings are supported entirely by the crankcase halves. The crankshaft drives the camshaft through a composite gear and drive hub. The front crankshaft seal is installed to the cast-aluminum clutch housing which mounts to the front of the crankcase assembly.

Pistons are flat-head aluminum-alloy type with steel struts, three rings, and are lightly tin-plated. The piston pin is a press-fit in the connecting rod. The connecting rod bearings are steel-backed babbitt inserts.

The cast-aluminum engine rear housing mounts to the rear of the crankcase over four long, free-fitting studs. It contains the oil pump, crankshaft seal and primary oil passages, distributor mounting and generator adapter, to which the fuel pump, oil filler pipe, generator, oil filter and idler pulley are mounted. A rectangular aluminum crankcase cover mounts to the top

Photos
(top to bottom)

Fig. 3—Thermostat.

Fig. 4—Oil cooler access cover removed for cleaning.

Fig. 5—Cooling air valve adjustment.

of the crankcase and forms a base for the centrifugal blower.

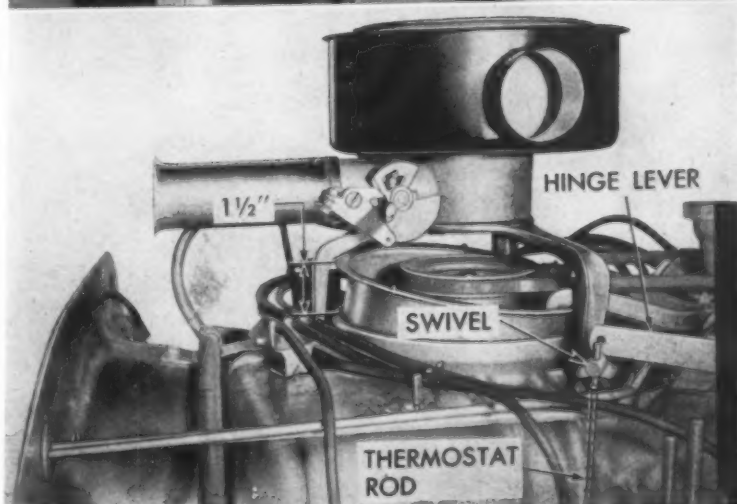
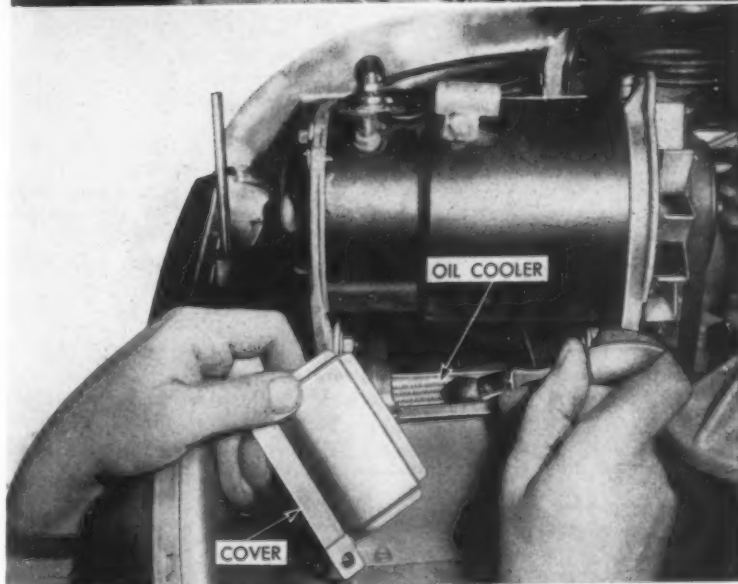
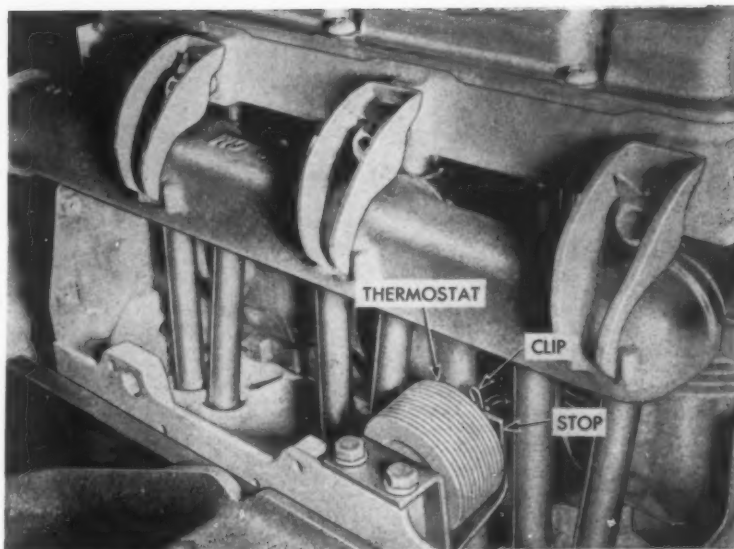
Cylinder numbering and firing order:

The front of the engine in the installed position is the flywheel end. Engine rotation, then, as viewed from the rear of the vehicle, is counterclockwise. Cylinders are numbered from the rear of the engine. The right rear cylinder is No. 1, and the left rear cylinder is No. 2. Reading in this order from the rear, the right bank is 1, 3 and 5. The left bank is 2, 4 and 6. The cylinder firing order is 1-4-5-2-3-6.

Cooling system:

The engine is entirely shrouded with sheet-metal pieces that attach directly to the engine and form a plenum chamber. A centrifugal blower, mounted to the top of the crankcase cover, spins on a vertical shaft to deliver cooling air outward and downward over the cylinders and heads. The air then enters a duct under each bank, from where it travels rearward to be exhausted at an opening at the rear of the engine.

The rate of engine cooling is



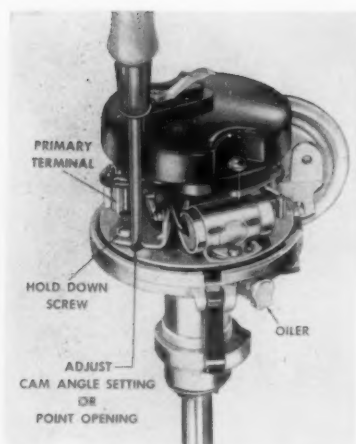


Fig. 6—Distributor point or cam angle adjustment.

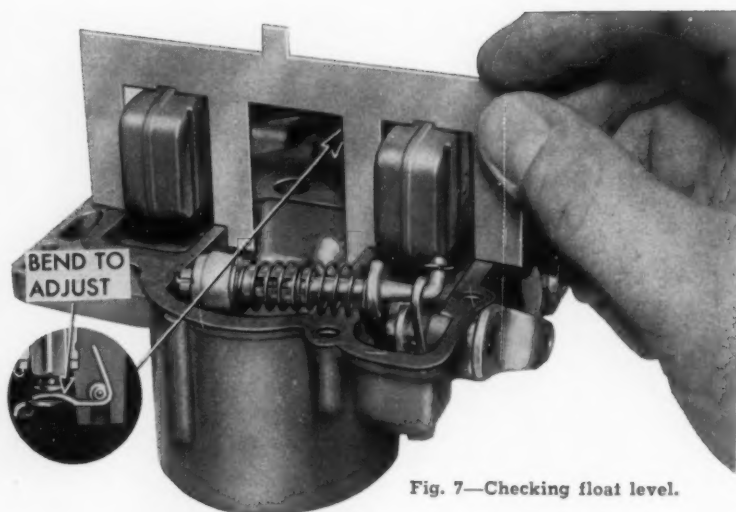


Fig. 7—Checking float level.

regulated by a bellows-type thermostat in the lower part of the plenum. The thermostat operates a cooling air valve which moves in and out of the eye of the blower to control the air flow. The ring closes the blower air intake until the engine has reached its correct operating temperature. In the event of a thermostat bellows failure, the ring will remain in the open position to prevent overheating of the engine.

The blower, which runs on a permanently lubricated ball bearing, is belt-driven by a pulley mounted at the extreme rear end of the crankshaft. A generator drive pulley at the left end of the engine and an idler pulley at the

right rear provide a means of changing belt direction from a vertical plane at the crankshaft pulley to a horizontal plane at the blower pulley.

An oil cooler, through which a portion of the cooling air passes before discharge, is mounted above the air exhaust duct near the left rear corner of the engine.

Engine maintenance and tune-up:

Since the engine is air-cooled, the cylinder and cylinder head fins must be kept clean and free of foreign matter. The cooling fins can be cleaned by use of an air gun, after removing the lower shrouds.

Every 5,000 miles remove the

oil cooler access cover and brush or blow out accumulated dirt. Foreign materials usually found in the oil cooler are twigs, straw, chaff and leaves.

Cooling system thermostat:

As previously mentioned, the cooling air throttle valve will remain in the open position in case of failure of a thermostat bellows. When installing a new thermostat it is necessary to adjust the cooling air throttle valve opening to provide the correct air flow. This adjustment is made with the engine warm so the thermostat rod can be easily pulled up against the pull of the bellows.

With the swivel inserted in the hinge lever, pull up on the thermostat rod until the bellows is stopped within its mounting bracket. Measure the opening of the cooling air valve as shown in Fig. 5 and adjust swivel to produce a $1\frac{1}{2}$ " opening. This measurement is to be made below the center line of the air horn.

Note: Do not pull up on edge of cooling air throttle valve while making this adjustment; pull on thermostat rod only.

If the thermostat rod is pulled up after the thermostat touches the stop, the thermostat rod can be removed from the retaining clip.

To remove spark plugs to test compression:

To remove or loosen center spark plugs it is necessary to disconnect or remove carburetor throttle rod and use universal drive on spark plug socket.

First loosen all spark plugs one turn after blowing dirt away with air gun.

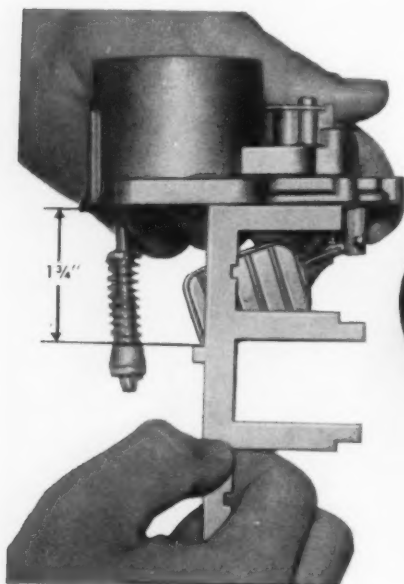


Fig. 8 — Checking float drop.

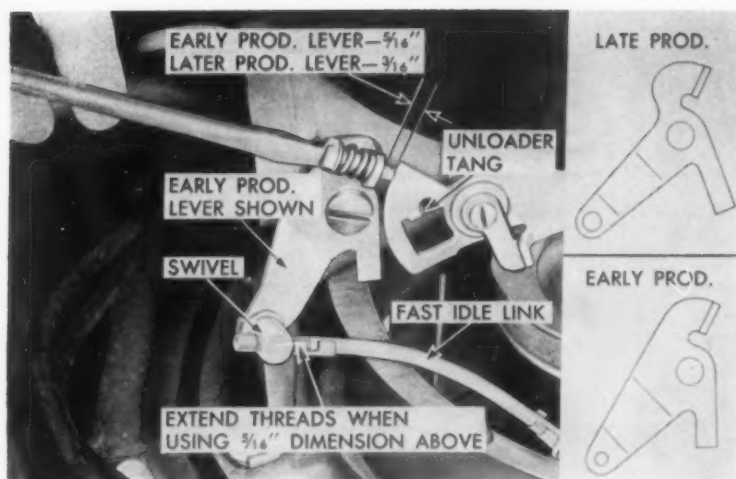


Fig. 9—Fast-idle screw adjustment.



Fig. 10—Choke rod bending tool.

Start engine and run up to 1,000rpm to blow out loosened carbon.

Stop engine and remove spark plugs.

Care must be used not to drop spark plug into shroud during removal. Either a special spark plug socket with an "O" ring seal to grip the plug can be used, or a tool can be fabricated to remove the plug after it is loosened. (A 7/16" I.D. plastic tube, 2" in length, can be stapled to a wooden dowel handle to do the trick.)

If a special adapter for the compression gauge is not available, the carburetors will have to be removed to make the compression test. Otherwise, remove the air cleaner and block throttle and choke in wide-open position. Crank engine through four compression strokes to obtain highest reading. Minimum pressure should be 130 pounds, with a variation of not more than 20 pounds between highest and lowest reading cylinders.

The classic check of the low-reading cylinder made on conventional engines by putting a spoonful of oil in the cylinder and making a compression recheck to see

if the loss was past the rings or valves or gaskets will not work satisfactorily on this opposed-cylinder-type engine, since the oil would drop to the bottom of the cylinder and thus not seal the piston rings as on conventional engines.

Spark plugs are gapped to .035" tightened to 20 to 25 ft. lbs. Spark plug covers are important for

keeping cooling air in shrouds, so make certain they are tight and in good condition.

Distributor service:

Distributor points are adjusted to .019" (new points) or .016" (old points), using a feeler gauge or dial gauge. Point spring tension is 19 to 23 ounces.

Point dwell is 31° to 35° and should not vary more than 3° during run up and return to idle.

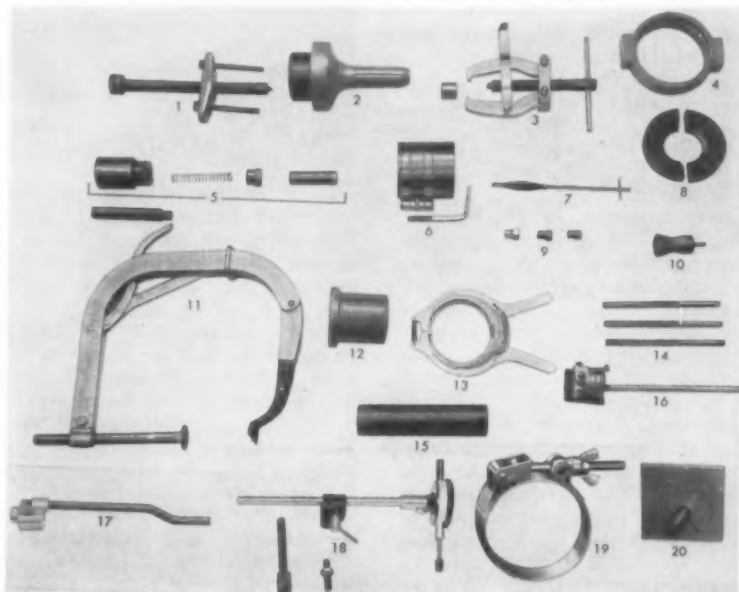
Timing light reading on top of crankshaft pulley should line up with 4° ± 1° btc mark on later-production engines. (Early - production engines have an "O" and an "A" mark on the timing tab. On these engines, mark on pulley should be a third the distance between "O" and "A" away from the "O" mark.) Centrifugal advance at start: 0° — 2° @ 200 distrib. rpm; intermediate: 7° — 9° @ 1,050 distrib. rpm; max: 15° — 17° @ 1,800 distrib. rpm. Vac. advance, start: 4" Hg.; full advance, 25" Hg.; max. advance: (distrib. degrees) 12.25°. Advance @ idle: btdc.

Carburetors:

The two identical model "H" single-barrel, downdraft Rochester carburetors are not equipped with

(Continued on page 116)

Fig. 11—Engine tools: 1—crankshaft gear remover, 2—differential side bearing installer, 3—side bearing remover, 4—press plate holder, 5—piston pin assembly adapter (used with J-6994), 6—ring compressor, 7—valve guide cleaner, 8—rear pinion bearing remover, 9—stud installers, 10—carbon brush, 11—valve spring compressor, 12—camshaft gear remover and installer, 13—piston ring expander, 14—valve guide reamer set, 15—transmission front bearing installer, 16—cylinder bore gauge, 17—oil suction pipe installer, 18—camshaft lobe indicator, 19—ring compressor and 20—engine stand adapter.





BODY SHOP OPERATIONS

Sealing the 1960 Plymouth

By E. M. LOWERY
Technical Editor

THERE are times when even the best of them need attention in order to prevent dust, water, hot or cold air from entering the interior, causing discomfort to the occupants.

There are various types of adjustments and sealing compounds which are used in correcting these conditions. Let's deal with the '60 Plymouth here.

The following listed ones are some of the most commonly used:

- 1.—Rubber cement.
- 2.—Windshield rubber sealer.
- 3.—Heavy sealing putty.
- 4.—Body seam sealer.
- 5.—Black body sealer.

How to use:

Rubber cement — This cement may be used where a strong bonding of rubber parts to painted or unpainted steel surfaces is desired. It can be used for such purposes as the attachment of weatherstripping on doors and luggage compartment lid, or for the attachment of felt pads.

Windshield rubber sealer — A light viscosity, colorless, rubber expander, this sealer can be used where rubber is confined between a glass and metal channel, such as on the windshield and rear window glass assembled in one-piece-type weatherstrips. When applied to the

edge of the rubber, it will expand the rubber within 15 to 20 minutes. This sealer will not harm paint or chrome finish and can easily be removed with a cloth before it sets.

Note: Before sealing, always clean all surfaces to be cemented with unleaded gasoline. Do not use kerosene, as this liquid leaves a thin film of oil which will prevent adequate adhesion of the sealer.

Sealing dash panel (outer):

Inspect dash panel seams, screws, clip and punch holes. Check the sealing of rubber grommets, seal around heater, vacuum

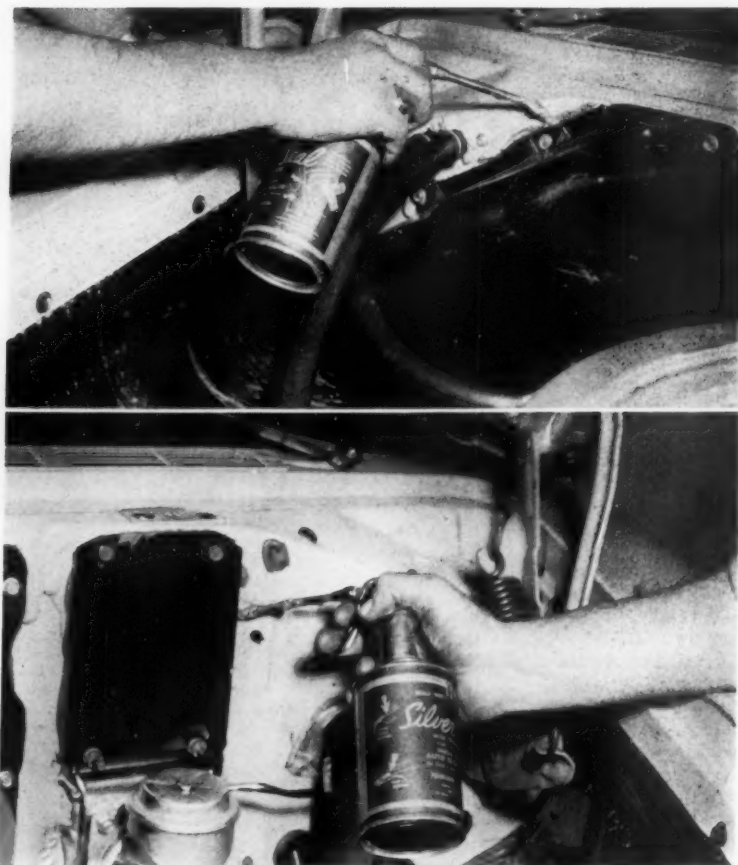
lines and brake booster assembly as shown in Figs. 1 and 2. Make sure the heater drain hole tubes are properly installed and opened.

Sealing cowl panel joints (inner):

Inspect the various openings in the cowl for possible leakage around cowl vent and windshield opening. Clean the seamed area thoroughly and apply heavy sealing putty or body seam sealer. Be sure to apply the sealer over the hood hinge bracket and along the seam to the rear end of the front fender.

Sealing door hinges:

Check the sealer on the door



Top: Fig. 1—Sealing around heater assembly.
Above: Fig. 2—Sealing master cylinder mounting.

hinges at the pillar post. The sealer should be filled flush with the pillar post. This should be done after door fitting, as sealer may become cracked or loose. Reseal as necessary.

Note: Water testing a car should be done by sections. Working on small areas, it is possible to locate the points which require sealing. The correct method of water testing a car should be from the bottom up, not from the top down.

A strong force of water should never be played on the car, since a perfectly sealed car may leak under this condition.

It is advisable, when checking the leaks in a car, to start with the windshield wiper pivots, windshield, vent wings and then the remainder of the body.

Sealing door openings and door (Fig. 4):

Door openings contribute to water leaks in two ways:

First, there may be leaks at the metal joint seams, and, secondly, the roughness of the door opening metal or coach joints may not provide a good sealing contact surface for the door weatherstrip.

Inspect for rough, exposed or unsealed metal joint seams. If the seams are shallow and small, apply liquid sealer and allow to dry. If the seams are rough, large or deep, smooth by metal finishing. Then apply cold solder with a spatula or putty knife, smoothing it down as much as possible, and let it completely set up. Finish off with a sander and paint.

Note particularly the metal seam joints and the coach joints at the junction of the floor side sill to floor pan and the "A", "B" and "C" pillars. Water and dust can get through this joint and under the sill scuff plate. It is recommended to seal under the full length of the seam and around the coach joints, using a liquid body sealer, applying it with a dispensing gun.

Before attempting to correct door weatherstrip water leaks (Fig. 4), it is most important that the doors be properly adjusted to the body door opening. Sufficient

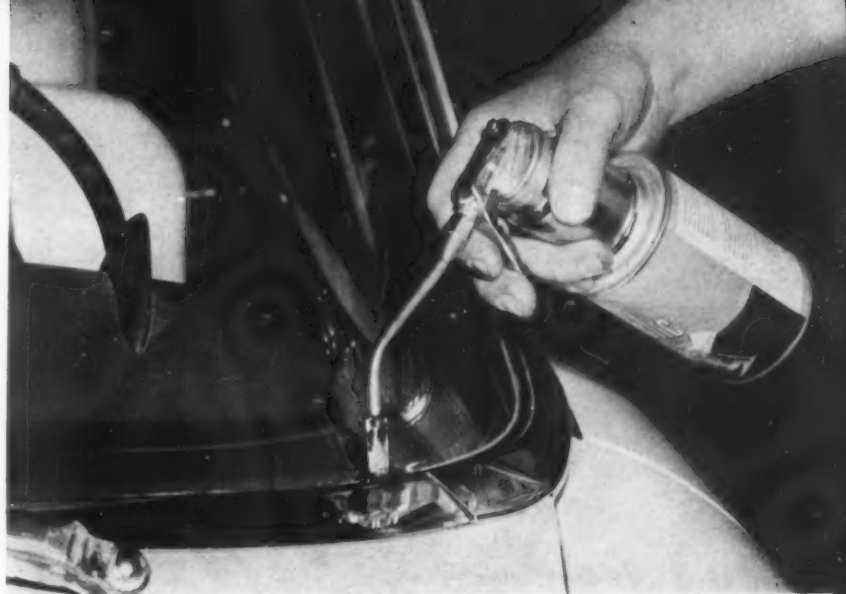


Fig. 3—Sealing the windshield.

adjustments are provided to obtain fore-and-aft, up-and-down and in-and-out adjustment of the window frames.

Note: Be sure the door and window frame fits the door opening and body contour.

Leaks around the door weatherstrip may be detected by water test, blue carpenter's chalk, or the use of tracing powder and testing bulb. When using chalk or trace powder, a good seal will be indicated by an unbroken chalk line. A weakness in the seal will be indicated by by-pass or blow-through of the powder.

Rolled, kinked or creased weatherstrip, as well as breaks and openings or gaps between the ends of the weatherstrip, and loose weatherstrip or shallow areas all can contribute to dust and water leaks.

Faulty weatherstrip should be removed and the old weatherstrip cement should be carefully cleaned off. The weatherstrip is molded so that certain areas of the weatherstrip must fit into the window frame clearance radius in the roof rail and other contour areas of body when the door is closed. Weatherstrip that has worked loose should be stripped from the

door, the old cement removed with solvent and the weatherstrip re-cemented with new cement.

When installing new weatherstrip, apply a thin coat of weatherstrip cement to the two surfaces that are to be bonded to the door flange and window frame and let it set up until tacky, while a thin coat of cement is applied to the door inner panel and flange and the window frame areas which are to be bonded to the weatherstrip.

Allow the cement to set until tacky, and then carefully and firmly press the weatherstrip into place.

Build up the low areas of the weatherstrip to obtain a greater overlap of the weatherstrip against the door opening; install a closed cell rubber shim stock under the weatherstrip. To obtain greater compression of the weatherstrip against the door opening, install the closed cell rubber shim between the weatherstrip and the flange of the door or the extruded aluminum frame. Be sure to taper off the ends of the shim stock, since blunt ends will cause water leaks.

Loosen the weatherstrip where the shim is to be installed. Clean off the old cement with solvent. Apply weatherstrip cement to both sides of the shim, and to the weatherstrip and door bonding areas. Allow to set up until tacky. Install the shim and press the weatherstrip firmly into place.

Sealing front door vent window:

Leaks through the vent windows can be located by water test. After locating the leak area, in-

April: Corvair Doors and Windows

Doors and windows must be serviced properly. Because they are related to safety service, they'll be covered here by Editor Lowery next month, with emphasis on the Corvair's.

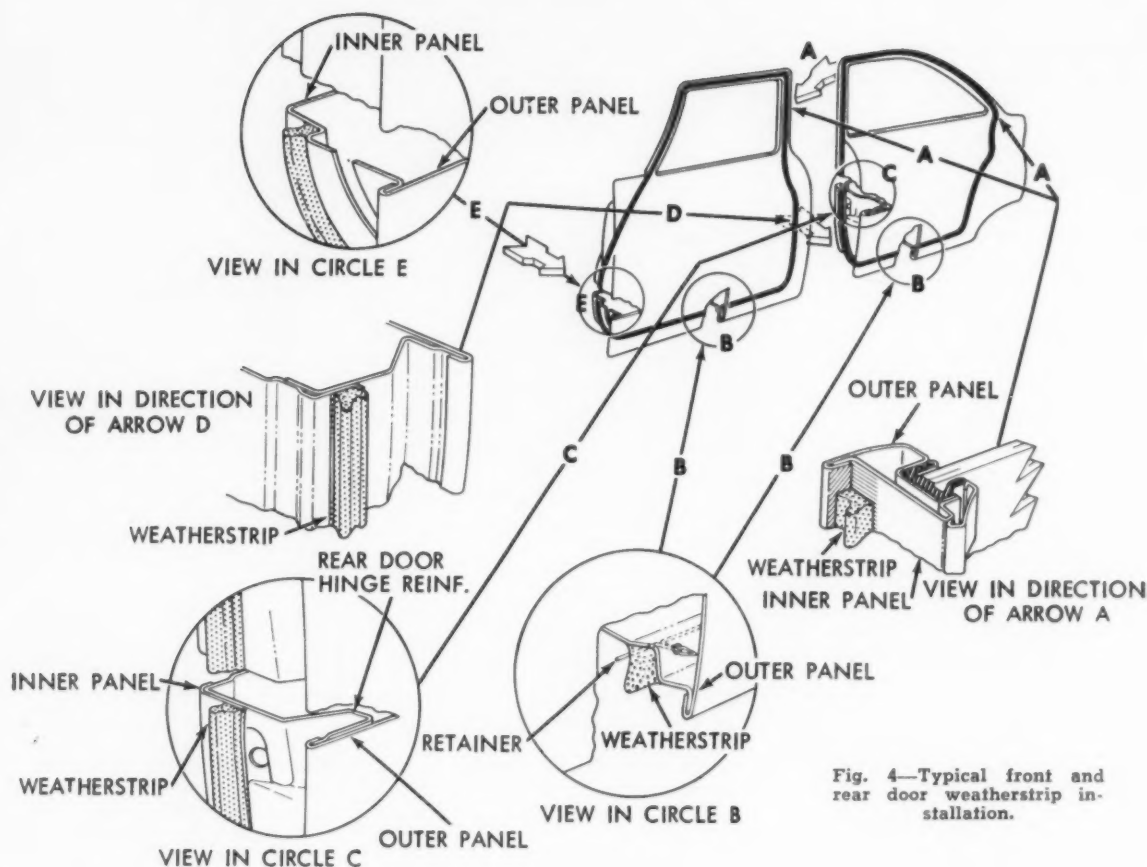


Fig. 4—Typical front and rear door weatherstrip installation.

spect the condition of the vent weatherstrip, the fit of the vent glass in the vent opening and the compression of the vent glass weatherstrip.

In most cases, simple adjustments will correct leaks between the vent glass and the weatherstrip. To increase the pressure of the glass against the upper portion of the weatherstrip, install shims made from the closed cell rubber shim stock between the upper vent pivot bracket and the outside of the vent glass.

Application of black mastic or body sealer to the corners of the vent weatherstrip generally corrects the leak in this area if the weatherstrip overlaps. If the weatherstrip is severely damaged, install a new vent window assembly.

Leaks around the pivots can be corrected by the use of black mastic. Fill the openings in the weatherstrip where the vent pivot goes through the weatherstrip. Seal around the upper pivot bracket at the door frame and at the junction of the division bar and the door frame.

The first and most important requirement to obtain a good water-tight seal between the door window frames and the roof rail weatherstrip is precise adjustments of the doors, the window frames and channels. Adequate provision is made for up-and-down, in-and-out and fore-and-aft adjustment of the window frames. It is important that the weatherstrip has sufficient pressure against the frame, but too great pressure will push the window frame out of alignment and will prevent proper contact with the mating window weatherstrip.

Sealing windshield weatherstrip sealing (Fig. 3):

Seal the weatherstrip against the body opening by carefully working a thin coating of windshield rubber sealer or body seam sealer between the body edge and the rubber molding. Or, lift the lip of the rubber weatherstrip where it contacts the body metal, and use a nozzle-type applicator (sealer gun) to force the sealer deeply around the entire edge. It is rarely necessary to reseal between the glass and the weather-

strip, unless the glass has been replaced.

If faulty sealing of the glass to the weatherstrip has caused a leak, remove the windshield garnish molding and apply sealer as far down as possible between the inner weatherstrip and the glass for a considerable distance on each side of the leakage point. Clean off excess sealer with a rag. Reinstall the moldings and check for proper seal.

Sealing rear window:

If water enters the luggage compartment under the package shelf, remove the rear window lower trim molding and clean out the old sealer from the trough below the weatherstrip. Apply semi-fluid sealer or rope-type sealer along the entire length of the trough. Seal the trough at both lower corners of the window.

To aid in the installation of the molding, mark the clip holes by placing balls of sealer to the rear of each molding hole. This helps align the trim molding retaining studs with the holes and avoids the possibility of moving the sealer or damaging the paint. Remove balls

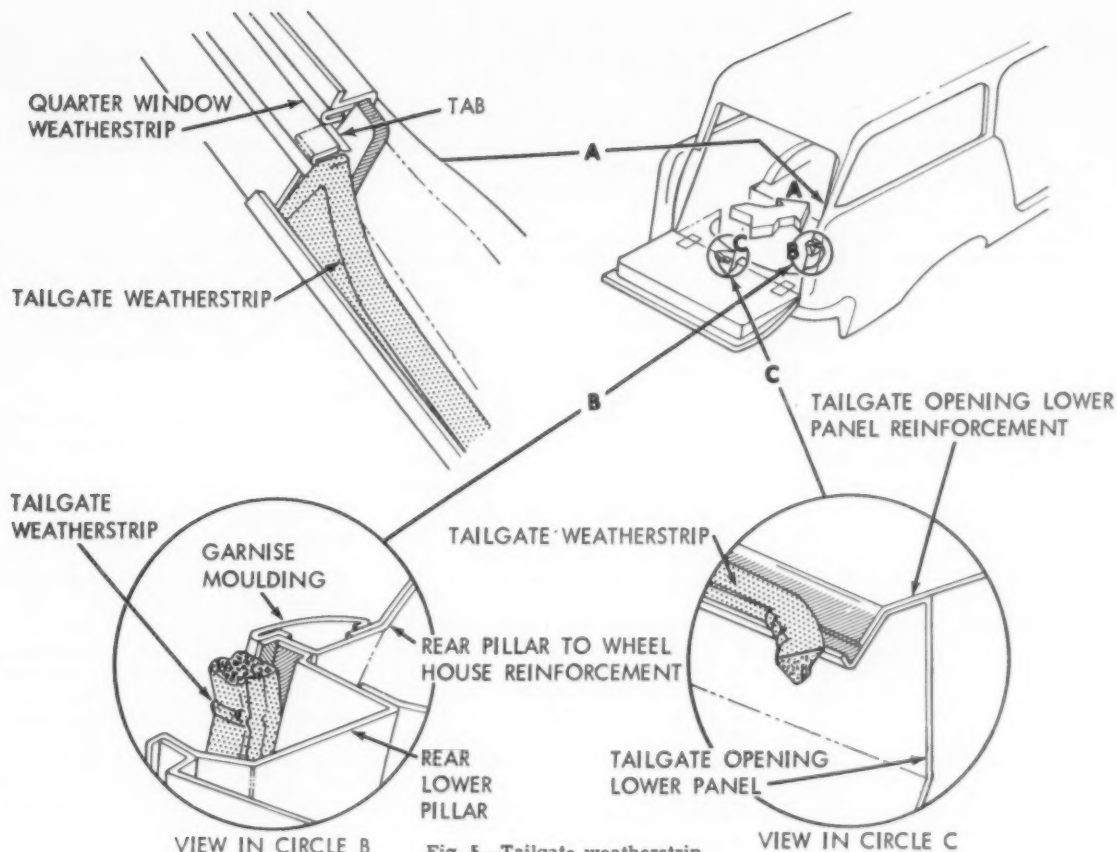


Fig. 5—Tailgate weatherstrip.

of sealer when molding is installed.

Sealing rear deck lid:

Before water testing the deck lid, make certain the deck lid is properly fitted. Start the water test at the bottom and work slowly toward the top of each side. Then work across the top of the lid. Check the two upper and lower welded joints for proper sealing.

If leakage occurs at the seam between the weatherstrip trough and the deck upper panel and quarter panel, fill any openings with rope-type sealer and paint sealer body color, if necessary.

Sealing tail lamps:

Water test the tail lamp area for possible leakage into the luggage compartment. Water will enter the trunk area between the tail lamp housing and quarter panel openings. To secure a good seal, use a hand-type caulking compound and seal the opening from inside the luggage compartment.

Sealing luggage compartment:

Leaks may occur at medallions or clip-holes, tail lamps or the rear quarter panel which will generally appear in the lug-

gage compartment or floor extensions near the quarter panel.

Before attempting to correct luggage compartment leaks, carefully determine the source of the leak. As it was explained in the previous paragraphs, water on the upper portion of the wheel housing may be coming in because of a leak at the lower molding of the rear window. A leak inside the luggage compartment between the outer wheel housing and quarter panel may originate at the corner of the rear quarter window.

Note: Do not confuse condensation on metal parts with water leaks.

When the actual source of the leaks has been traced to the luggage compartment itself, correct as follows:

Be sure to obtain proper fit and alignment of the luggage compartment deck lid before trying to correct the leak at the lid weatherstrip. Inspect the luggage compartment lid drain trough and weatherstrip retainer joints for rough and porous welds. Seal with body caulking putty or body sealer as required.

Brush a continuous coating of weatherstrip cement around entire weatherstrip trough. Install the deck lid weatherstrip into retainer. Be sure weatherstrip retaining lips are engaged in the retainer trough. Be sure to obtain a good fit and compression of the lid weatherstrip.

Adjust deck lid if necessary to obtain proper compression. Test with the use of slips of paper, trace powder and testing bulb.

Leaks at the deck lid weatherstrip retainer trough joints bodies can best be sealed by loosening the weatherstrip at the joint and applying sealer to the entire seam at the inside of the trough and then recement the weatherstrip.

Seal all openings and joint seams on the inside of the luggage compartment lower panel, especially the back-up lamp wire grommets. Seal all luggage compartment floor panel seams with liquid body sealer. Seal between the luggage compartment lower panel and floor panel with black mastic sealer.

Sealing tail gate glass run channel:

Water leaking past the glass run around the channel may be sealed off by applying sealer at the indicated points. Water leaking around glass run may be sealed by removing glass run and applying additional beads of sealer to the glass run channel. Press a bead of rope-type seal into molding seams and clean off surplus. While rear pillar garnish molding is removed, inspect the outer "O" shaped opening; if necessary, seal. This opening should be filled with caulking putty.

Sealing tail gate weatherstrip (Fig. 5):

The tail gate weatherstrip is designed to fit under a lip and into a channel at the sides of the tail gate opening. At its upper end a piece extends out and fits up into the bottom of the pillar. Remove all weatherstrip that is not properly installed. Clean the channel and the weatherstrip with cement removing solvent.

Apply a coat of cement to each part and reinstall weatherstrip. At the bottom of opening it is sometimes necessary to remove the weatherstrip and after cleaning shim the weatherstrip surfaces and reinstall.

Sealing tail gate glass:

Check glass for proper fit. Be sure to adjust lift so that when glass is raised it fits squarely into top channel and compresses against run. If glass does not seat in run when in closed position, it is possible for dust, water and carbon monoxide gas to be pulled in around top of glass.

Six-Way Chevy Seat Noise Cure Listed

CHEVROLET has issued the following service bulletin on its passenger cars:

Some early-production 1960 models equipped with the "three-motor-type" six-way front seat assembly produced a noisy or "chucking" condition of the front seat assembly. This condition is

caused by excessive looseness in the adjusting mechanism and can be corrected by performing the following adjustments:

1.—Adjust seat to full-up and full-forward position. Remove seat adjuster track covers.

2.—On both sides of the seat stake the metal adjacent to the trunnion pin situated in the front floor support for the horizontal jackscrew (Fig. 1). Do not stake the retaining clip.

Note: The front seat assembly may need to be disconnected from the floor to facilitate properly staking the metal.

3.—On both sides of the seat stake the metal adjacent to the trunnion pin situated in the rear floor support for the horizontal jackscrew (Fig. 2).

4.—Install spring, part No. 4307437, between upper and lower channels as shown in Fig. 3. The two curved ends of the spring must point down to lock spring in position. When the springs are properly installed, the Dylan slides are forced tighter against the inner wall of the upper channel, increasing the friction between the upper and lower channels.

100% Lip-Seal Control Announced by GM

"SEAELECTROL," a quality control device from General Motors Research Laboratories, is said to offer 100% inspection of lip seals used to retain lubricants in wheel bearings, rear axles and transmissions.

The device will enable engineers to fix seal standards where none existed before, according to GM engineers, who said its use has improved quality control not only in maintaining tolerance limits but also by rejecting seals with eccentric shapes, faulty bonds or no springs.

The latest version of the "Seal-ector" is mechanized so that the operator merely loads seals onto a rack. Each seal then moves auto-

matically through three check stations—the first for minimum diameter, the second for maximum diameter and the third for proper lip pressure.

Essentially an air-leakage measuring device, the "Seal-ector" consists of a calibrated flowmeter connected with regulated air supply and a two-diameter stub shaft with predetermined upper and lower tolerance limits. A seal is clamped in a cylindrical cavity containing the stub shaft, somewhat like a finger slipping into a ring, and if any leaks pass the seal into the atmosphere, the flowmeter senses it and indicates how much. Measurement is made electronically.

Changing Valiant Filter, Watch Dripping Oil!

VALIANT has issued the following service bulletin:

When changing an oil filter on a 170-cu.-in. engine, extreme care should be exercised to prevent excess oil from dripping on the steering idler arm bushing. This bushing is made of natural rubber and will deteriorate in the presence of oil.

The idler arm is situated directly below the filter, and due to the angle of the oil pump mounting, a small quantity of oil will flow from the pump body when the filter is removed.

To prevent this condition it is advised that a shop cloth be wrapped around the pump when removing the filter cartridge.

If oil is accidentally spilled on the idler arm bushing, it should be wiped dry immediately.

Jefferson City, Mo., Elects

New president of the Jefferson City (Mo.) New Car Dealers Association is Gene Knipp (Cadillac-Oldsmobile). John Paden (Lincoln-Mercury) is vice president and L. E. Shikles (Pontiac-Studebaker) was reelected secretary-treasurer.

Fig. 1

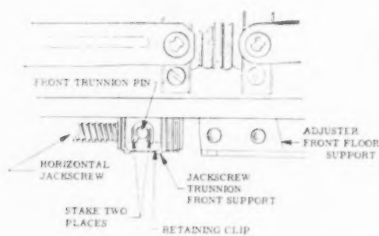


Fig. 2

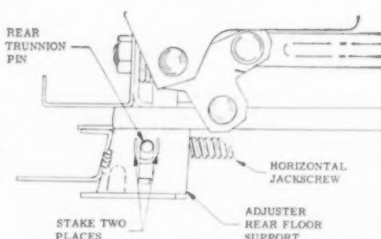
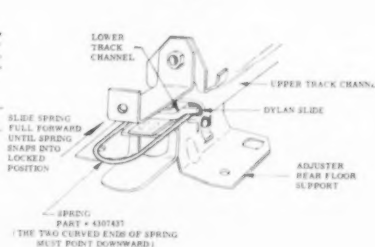


Fig. 3



Specs Issued for Checking AMC Power Steering

AMERICAN Motors Corp. has issued the following bulletin: The following specifications are to be used in checking and adjusting front wheel alignment on the 6001 series cars when equipped with power steering:

Caster: $1\frac{1}{2}^{\circ}$ to 2° positive— 2° desired.

Camber: $\frac{1}{4}^{\circ}$ negative to $\frac{1}{4}^{\circ}$ positive— 0° desired.

Toe-in: $1/16"$ to $3/16"$.

Smoothing Rough Idle On Dodge Dart Six

DODGE Division has issued the following bulletin on adjusting carburetor on the Dart with six-cylinder engine:

Occasionally a condition of rough idle may be encountered on the indicated models. The usual condition described will be that the idle quality becomes objectionable after operation of the vehicle at highway speeds of 60 to 70mph for a sustained period.

Should a complaint such as described above be encountered, the following steps should then be taken.

1.—Check intake manifold to assure there are no vacuum leaks at the cylinder head or carburetor.

2.—Check all vacuum lines for leaks.

3.—Check the valve lash. Reset if necessary to .010" on the intake and .020" on the exhaust (hot setting).

4.—Check basic ignition timing and reset if necessary. This check should be made with the spark vacuum line disconnected to assure that no vacuum advance is obtained while setting the timing. Reconnect the vacuum line.

5.—Check the throttle linkage to make sure there are no points of mechanical friction or interference that will not allow the throttle to consistently return to the same idle position when opening and closing the throttle. There should be no more than a 30rpm difference in closing the throttle slowly and allowing it to snap closed. A difference greater than 30rpm should be corrected before attempting to set the idle.

6.—Set the engine idle speed to 550rpm for cars equipped with manual transmissions and 500rpm (in neutral) for automatic-transmission-equipped cars. The idle should be set, using a tachometer, carefully following the procedure

outlined below:

a. Allow the engine to reach normal operating temperature while idling on the fast idle cam or by driving at moderate speeds (30 to 40mph).

b. When the engine is warm, locate the idle speed screw on the throttle lever and check to see that it is contacting the lowest step of the fast idle cam—the curb idle step.

c. Using the speed screw, set the idle speed to the prescribed speed.

d. Adjust the idle mixture screw (the screw in the throttle body) to obtain the highest rpm. While making the adjustment, carefully watch the tachometer and notice that the speed can be decreased by turning the screw either direction from that setting that gave the highest rpm. From the highest idle speed setting turn the mixture screw clockwise (leaner) until the speed starts to drop. Turn the screw the opposite direction (counterclockwise) just enough to recover the speed that was lost. This procedure will assure that the idle has been set to the leanest mixture possible for smooth idle. This setting is very important.

e. Since the correct speed was originally set using the speed screw, the speed obtained after finding the leanest smooth idle setting will probably be too fast. Readjust the speed screw to ob-

tain correct idle speed. Repeat step d.

Dodge Changes Timing On Some Engines

DODGE Division has issued the following bulletin:

Prior to Oct. 27, 1959, all 1960 383-cubic-inch engines were built with distributor P/N 1889562. The basic timing used with this distributor was 10° b.t.c.

To increase the over-all efficiency and performance of the above distributor, it is recommended that the basic timing be increased to $12\frac{1}{2}^{\circ}$ b.t.c.

After Oct. 27, 1959, a new distributor was used in production. The basic timing for the new distributor, P/N 2095054, is 10° b.t.c. It is advisable in all cases to check the distributor part number on the indicated models before setting the basic timing.

Fort Pierce Picks Perri

M. A. Perri of Perri Oldsmobile Co. has been elected president of the Fort Pierce (Fla.) Automobile Dealers Association. James H. Pore of Pore's, Inc. (Buick), is vice president and Edwin Minton of Minton Equipment Co. (International trucks) is secretary-treasurer. Directors are James W. Sneed, Jr., of Sunrise Motor Co. (Ford) and B. F. Ivey of Jack Ivey Motors (Studebaker-Hillman).

"If I were you, sir, I'd condemn it."



1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD			No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	ENGINE			FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear					Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crackcase Cap. (Qtz.)	Transmission (Au.) (Plts.)	Fuel Tank (Gals.)	Cooling System (No. Water) (Qtz.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	
BUICK Le Sabre	123	62.3	60	V8	4.125x3.4	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17	—	—	—	.0625 to .1562	
BUICK Invicta	123	62.3	60	V8	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	—	—	+1 1/2	.0625 to .1562	
BUICK Electra	126.3	62.3	60	V8	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	—	—	+1 1/2	.0625 to .1562	
CADILLAC 62 Sedan, 62 Coupe, 62 Coupe de Ville, 62 Sedan de Ville and 60 Fleetwood	130	61	61	V8	4x3.875	51.2	325@4800	430@3100	390	10.5-1	6	18	21	18 1/2	-1 1/2 to -1 1/2	0 to +3 1/2	1 1/4 to 1 1/2		
CADILLAC 62 Eldorado, Seville, Biarritz and 75 Fleetwood	149.8	61	61	V8	4x3.875	51.2	325@4800	435@3400	390	10.5-1	5	18	21	18 1/2	-1 1/2 to -1 1/2	0 to +3 1/2	1 1/4 to 1 1/2		
CHEVROLET 6	119	60.3	59.3	6L	3.56x3.94	30.4	135@4000	217@2400	235.5	8.25-1	5	9	20	17	0 to +1 1/2	+30' to +30'	1/8 to 1/8		
CHEVROLET 8 (283 cu. in.)	119	60.3	59.3	V8	3.875x3	48	170@4200	275@2200	348	8.5-1	4	4	20	17 1/2	0 to +1 1/2	+30' to +30'	1/8 to 1/8		
CHEVROLET 8 (348 cu. in.)	119	60.3	59.3	V8	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	4	20	21	0 to +1 1/2	+30' to +30'	1/8 to 1/8		
CHEVROLET Corvette	102	57	59	V8	3.875x3	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15.5	0 to +1 1/2	0 to +1 1/2	0 to .12		
CHEVROLET Corvair	108	54	54	6A	3.375x2.6	27.3	80@4400	125@2400	140	8-1	5 1/2	6	11		5 1/2 to 5 1/2	1/2 to +1 1/2	3/8 to +1 1/8		
CHRYSLER Windsor	122	61	59.7	V8	4.03x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	1/8		
DODGE Dart 8	126	61	59.7	V8	4x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	1/8		
CHRYSLER New Yorker	126	61.2	60	V8	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	21	23	16	C	B	1/8		
CHRYSLER 300-F	126	61.2	60	V8	4.18x3.75	55.9	375@5000	495@2800	413	10-1-1	5	21	23	17	C	E	1/8		
CHRYSLER Imperial Custom, Crown and Le Baron	129	61.8	62.2	V8	4.18x3.75	55.9	350@4600		413	10-1	5	22	23	16	+3 1/2 to 1 1/2	D	3/8		
CONTINENTAL	131	61	61	V8	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to -90'	0 to +45'	.12 to .19		
DE SOTO Fireflite	122	61	59.7	V8	4.19x3.38	51.5	295@4600	390@2400	361	10-1	5	23	23	16	C	B	1/8		
DE SOTO Adventurer	122	61	59.7	V8	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	22	23	16	C	B	1/8		
DODGE Dart 6	118	61.5	60.1	6L	3.4x4.125	27.74	145@4000	215@2800	225	8.5-1	4	22	20	13	C	B	1/8		
DODGE Dart 8	118	61.5	60.2	V8	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	22	20	20	C	B	1/8		
DODGE 8	122	61.5	60.2	V8	3.91x3.31	54.3	255@4400	345@2800	318	10-1	5	23	20	16	C	B	1/8		
DODGE D-500	122	61.5	60.2	V8	4.12x3.38	57.8	310@4800	435@2800	361	10-1	5	23	20	20	C	B	1/8		
EDEL 6	120	61	60	6L	3.62x3.6	31.54	145@4000	206@2000	223	8.4-1	4	20	20	15	0 to +1	+1 to +1 1/2	.625 to .125		
EDEL 8	120	61	60	V8	3.75x3.3	45	185@4200	292@2300	262	8.8-1 1/2	4	20	20	19	0 to +1	+1 1/2 to +1 1/2	.625 to .125		
FORD Fairlane 6	119	61	60	6L	3.62x3.6	31.54	145@4000	206@2000	223	8.4-1	4	20	21	15	-0 to +1	+1 1/2	.625 to .12		
FORD Fairlane 8 500	119	61	60	V8	3.75x3.3	45	185@4200	292@2300	292	8.8-1	5	21	21	19	-0 to +1	+1 1/2	.625 to .12		
FORD 8 Galaxie and Special Series	119	61	60	V8	4x3.5	51.2	235@4400	350@2400	352	8.9-1 1/2	5	21	21	19	-0 to +1	+1 1/2	.625 to .12		
FORD Falcon	109.5	55	54.5	6L	3.5x2.5	29.4	90@4200	118@2000	144.3	10-1	3 1/2	15	15	8.7	+1 1/2	-3 1/2 to +1 1/2	-3 1/2 to +1 1/2		
FORD Thunderbird Hardtop	113	60	57	V8	4.00x3.50	51.20	300@4600	390@2400	352	9.6-1	5	20	20	19	1 1/2 to 1 1/2	1 1/2 to 1 1/2	1/8 to 1/8		
FORD Thunderbird Convertible	113	60	57	V8	4.30x3.70	59.17	381@2800	450@2600	430	10-1	5	21	20	22.5	1 1/2 to 1 1/2	1 1/2 to 1 1/2	1/8 to 1/8		
LINCOLN	131	61	61	V8	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to -90'	0 to +45'	.12 to .19		
MERCURY Monterey	126	60	60	V8	3.8x3.34	46.21	205@4000	328@2100	312	8.9-1	5	20	20	20	0 to -90'	0 to +45'	.12 to .19		
MERCURY Park Lane and Montclair	126	60	60	V8	4.3x3.3	59.17	205@4000	405@2200	382	8.5-1	5	20	20	21	0 to -90'	0 to +45'	.12 to .19		
OLDSMOBILE Dynamic 88	123	61	61	V8	4.3x3.688	51	240@4400	375@2400	371	8.75-1	4	19	20	20	0 to -1	-1 1/4 to +3 1/4	0 to 1 1/4		
OLDSMOBILE Super 88	123	61	61	V8	4.125x3.688	54	315@4400	435@2800	394	9.75-1	4	19	20	20	0 to -1	-1 1/4 to +3 1/4	0 to 1 1/4		
OLDSMOBILE 98	126	61	61	V8	4.125x3.688	54	315@4400	435@2800	394	9.75-1	4	19	20	20	0 to -1	-1 1/4 to +3 1/4	0 to 1 1/4		
PLYMOUTH 6 Savoy, Belvedere and Fury	118	60.9	59.6	6L	3.4x4.125	27.7	145@4000	215@2800	225	8.5-1	4	13	20	14	C	B	1/8		
PLYMOUTH 8 Savoy, Belvedere and Fury	118	60.9	59.6	V8	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	19	20	20	C	B	1/8		
PLYMOUTH Golden Commando	118	60.9	59.6	V8	4.12x3.38	54.3	305@4800	395@3000	361	10-1	5	22	20	16	C	B	1/8		
PONTIAC Catalina and Ventura	122	64	64	V8	4.06x3.75	52.8	215@3600	390@2900	389	8.6-1	5	16.5	23	21.2	-1 1/2 to +1 1/2	+1 1/4 to +1 1/4	0 to .125		
PONTIAC Star Chief and Bonneville	124	64	64	V8	4.06x3.75	52.8	281@4400	407@2800	389	8.6-1	5	16.5	23	21.2	-1 1/2 to +1 1/2	+1 1/4 to +1 1/4	0 to .125		
RAMBLER American	100	54.62	55	6L	3.125x4.25	23.4	90@3800	150@1600	195.6	8-1	4	20	22	11	C	+1 1/4 0 Pref.	1/8 to 3/8		
RAMBLER 6	108	57.75	58	6L	3.125x4.25	23.4	127@4200	190@1600	195.6	8.7-1	4	20	22	10	C	+1 1/4 0 Pref.	1/8 to 3/8		
RAMBLER Rebel 8	108	58.75	58	V8	3.5x3.25	39.2	200@4000	245@2500	250	8.7-1	4	22	22	20	C	+1 1/4 0 Pref.	1/8 to 3/8		
RAMBLER Ambassador	117	57.75	59.13	V8	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	22	19	C	+1 1/4 0 Pref.	3/8		
STUDEBAKER Lark 6	108.5	57.37	56.56	6L	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	-1 to -2 1/2	0 to +1	1/8 to 1/8		
STUDEBAKER Lark 8	108.5	57.37	56.56	V8	3.56x3.25	40.6	180@4500	195@4500	259.2	8.8-1	5	18	18	17	-1 to -2 1/2	0 to +1	1/8 to 1/8		
STUDEBAKER Hawk Coupe	120.5	57 3/4	56.56	V8	3.56x3.62	40.6	210@4500	300@2900	289	8.8-1	5	18	18	17	-1 to -2 1/2	0 to +1	1/8 to 1/8		
VALIANT	106.5	56	55.5	6L	3.4x3.125	27.74	101@4400	155@2400	170	8.6-1	4	13	13	13	C	B	3/8		

ABBREVIATIONS

- 4-barrel.
- A—Horizontally opposed.
- Also 4x3.5.
- B—Left +3/8, right +3/8.
- Also 51.2.
- C—Power Steering +3/8 ± 1/2.
- Manual—3/8 ± 1/2

- D—Left +3/8, right +3/8.
- E—+3/8 ± 1/4 (left); 3/8 preferred.
- +3/8 ± 1/4 (right); 3/8 preferred.
- F—3/8 to 1/2; 1/2 preferred.
- Also 300@4600.
- Also 381@2800.

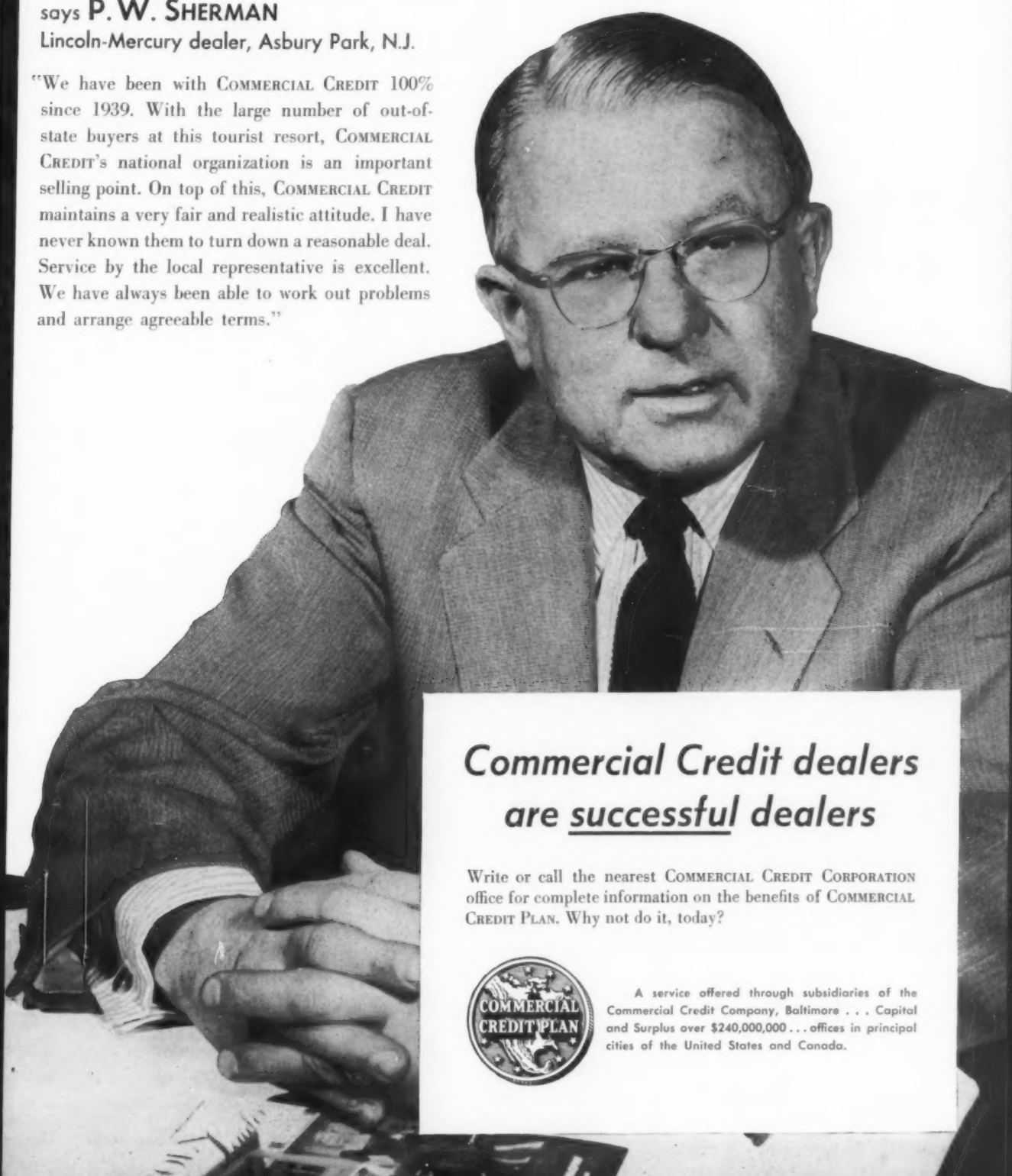
- Also 352.
- Also 9.8-1.
- Also 300@4600.
- Also 381@2900.
- I—Valve-in-head.
- Also 9.6-1.
- L—L-head.

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1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES			
	Breaker Gap (.0)	Cam Angle (Degrees)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degrees)	Timing Mark Location	Spark Plug Gap (.0)	Spark Advance Max. Centrif. (Degrees)	Spark Advance Max. Vac. (Degrees)		Cap. & Ter. Grd.	Carb. Mfr.	Fuel Pressure (lbs.)	Tapet Clearance Intake (.0)	Tapet Clearance Exhaust (.0)	Intake Valve Opens to or after (Degrees)
BUICK Le Sabre.....	12.5-17.5	30	19-23	5bte	VD	30-35	26@3750	21@14"	70N	Ca-St	5 1/4-6 1/2	Au	Au	25bte	33
BUICK Invicta and Electra.....	12.5-17.5	30	19-23	12bte	VD	30-35	22@3800	17.5@18"	70N	RP-Ca	5 1/4-6 1/2	Au	Au	35bte	
CADILLAC (All Models).....	16	26-32	19-23	5bte*	VD	35	16@2000	22@16"	70N	RP-Ca	5 1/4-6 1/2	Au	Au	39bte	
CHEVROLET 8.....	19	26-35	19-21	5bte	FW	33-38	26@3500	22@15.5"	53N	RP	3 1/2-4 1/2	Au	Au	16bte	
CHEVROLET 8 (283-cu. in.).....	19	26-33	19-23	4bte	VD	33-38	24@3750	15@15.5"	53N	Ca-RP	5 1/4-6 1/2	Au	Au	12.5bte	
CHEVROLET 8 (348 cu. in.).....	19	26-33	19-33	8bte	VD	33-38	24@4600	15@15.5"	61N	Ca-RP	5 1/4-6 1/2	Au	Au	18.5bte	
CHEVROLET Corvette.....	19	26-33	19-23	4bte	VD	33-38	24@3700	15@15.5"	53N	Ca	5 1/4-6 1/2	Au	Au	12.5bte	
CHEVROLET Corvair.....	19	33	19-23	4bte	CsP	23-28	32@3600	24.5@20"	35N	RP	5 1/4-6 1/2	Au	Au	15bte	
CHRYSLER Windsor.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca-BB	4-5	Au	Au	15bte	
CHRYSLER Saratoga and New Yorker.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte	
CHRYSLER 300-F.....	14-19	34-40	17-21.5	5bte	VD	35	22@1800	21@14.5"	70N	Ca	4-5	Au	Au	20bte	
CHRYSLER Imperial.....	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte	
CONTINENTAL.....	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte	
DE SOTO Fireflite.....	14-19	27-32	17-21.5	10bte	CsP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte	
DE SOTO Adventurer.....	14-19	27-32	17-21.5	10bte	CsP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte	
DODGE Dart 8.....	17-23	36-42	17-21.5	2.5bte	VD	35	25@4400	20.5@12"	50N	BB-Ca	6-7	10	20	14bte	17bte
DODGE Dart 8.....	14-19	34-40	17-21.5	10bte	VD	35	18@4400	22@15"	60N	Ca	6-7	10	18	17bte	
DODGE 8.....	14-19	34-40	17-21.5	10bte	VD	35	24@4300	22@15"	60N	Ca-Ho	6-7	Au	Au	15bte	
DODGE D-500.....	14-19	34-40	17-21.5	7.5bte	VD	35	22@4800	21@14.5"	60N	Ca-Ho	6-7	Au	Au	20bte	
EDSEL 8.....	24-26	35-38	17-20	X	VD	32-36	16@2400	22.5@8.1"	55N	Ho	4-5	19	19	17bte	
EDSEL 8.....	14-16	26-28.5	17-20	Y	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	12bte*	
FORD Fairlane 8.....	24-26	35-38	17-20	X	VD	32-36			55N	Ho	4-5	19	19	17bte	
FORD Fairlane 8 500.....	14-16	26-28.5	17-20	X	VD	32-36	22@4400	22@19"	65N	D	4 1/2-5 1/2	19	19	12bte	
FORD Galaxie and Special Series.....	14-16	26-28.5	17-20	X	VD	32-36	24@4400	22@16"	65N	D	4 1/2-5 1/2	Au	Au	22bte*	
FORD Falcon.....	24-26	35-38	17-20	C	E		14@5.35"	40N	Ho	4-5	Au	Au	26bte		
FORD Thunderbird Hardtop.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	22bte	
FORD Thunderbird Convertible.....	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	65N	Ca	5-6	Au	Au	22bte	
LINCOLN.....	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte	
MERCURY Monterey.....	15	26-28.5	17-20	3bte	VD	34	22@4000	20@20"	55N	Ho	4 1/2-5 1/2	19	19	12bte	
MERCURY Park Lane and Montclair.....	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	65N	Ca	5-6	Au	Au	22bte	
OLDSMOBILE Dynamic 88.....	16	26-32	19-23	5bte	VD	30	26@4400	23.5@21"	62N	RP	5-6	Au	Au	14bte	
OLDSMOBILE Super 88.....	16	23-32	19-23	5bte	VD	30	26@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte	
OLDSMOBILE 98.....	16	26-32	19-23	5bte	VD	30	26@4400	23.5@21"	70N	RP	5-6	Au	Au	14bte	
PLYMOUTH 8 Savoy, Belvedere and Fury.....	17-23	36-42	17-21.5	2.5bte	CsP	35	25@4400	20.5@12"	50N	Ca-BB	6-7	10	20	14bte	17bte
PLYMOUTH 8 Savoy, Belvedere and Fury.....	14-19	27-32	17-21.5	5bte	CsP	35	25@4600	29.5@17"	60N	Ca-St	6-7	10	18	24bte	
PLYMOUTH Golden Commande.....	14-19	27-32	17-21.5	10bte	CsP	35	20@4600		60N	Ca-St	6-7	Au	Au	14bte	30bte
PONTIAC Catalina and Ventura.....	16	30±2	19-23	6bte	CsP	33-38	20@3600	20@15"	53N	RP	5 1/4-6 1/2	Au	Au	14bte	30bte
PONTIAC Star Chief and Bonneville.....	16	30±2	19-23	6bte	CsP	33-38	20@2900	20@17"	61N	Ca	5 1/4-6 1/2	Au	Au	14bte	30bte
RAMBLER American.....	20	28-35	17-21	3bte	VD	35	12@2100	11@16.5"	40N	Ho-Ca	4 1/2-5 1/2	16	16	10bte	
RAMBLER 8.....	16	28-35	17-21	5bte	VD	35	12@2100	10@16.5"	45N	Ho-Ca	4 1/2-5 1/2	16	16	12bte	
RAMBLER Rebel 8.....	17	28-32	17-20	tdc	VD	35	18@1900	10@15"	60N	Ho-Ca	4 1/2-5 1/2	12	14	12bte	
RAMBLER Ambassador.....	17	28-32	17-20	5bte	VD	35	18@2000	12@14"	50N	Ho-Ca	4 1/2-5 1/2	12	14	12bte	
STUDEBAKER Lark 8.....	20	38-40	17-20	2bte	VD	28-33	14@2900	15@12"	50N	Ca	3 1/2-5 1/2	18	18	15bte	
STUDEBAKER Lark 8.....	16	28-32	19-23	4bte	VD	33-38	24@2300	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte	
STUDEBAKER Hawk Coupe.....	13-18	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte	
VALIANT.....	17-23	36-42	17-21.5	5bte	CsP	35	27@3850	25@14.5"	50N	BB	4-5	10	20	8bte	

ABBREVIATIONS

e—35 bte with turbine-type trans.
 Au—Automatic.
 b—Q engine 7.5"bte.
 BB—Bal. and Bal.
 bte—before top center.
 e—26"bte on 352-cu.-in.
 C—2"bte manual, 6"bte automatic.

Ca—Carter.
 CsP—Crankshaft pulley.
 e—4-barrel, 26"bte.
 D—Ford or Holley.
 E—Indicator scale on front cover.
 F—Non-centrifugal.
 FW—Flywheel.

Ho—Holley.
 N—Negative.
 RP—Rochester Products.
 St—Stromberg.
 tdc—top dead center.
 VD—Vibration damper.
 X—4"bte manual, 6"bte automatic.
 Y—3"bte manual, 6"bte automatic.

YOU NEED CONFORMABILITY

IN PISTON RINGS...MORE THAN EVER BEFORE!

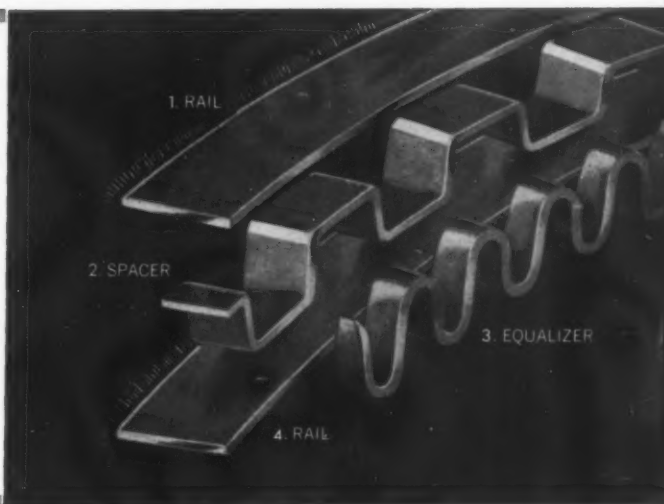
YOU GET CONFORMABILITY TO A GREATER DEGREE IN PEDRICK FORMFLEX CHROME OIL RINGS

ONE REASON IS

PEDRICK'S 4-PIECE DESIGN!

Pedrick's peripheral-abutment Formflex oil ring has an individual spacer and an individual "Equalizer", each of which is designed and constructed to work independently and to do its *own job* best!

Thus, Pedrick's 4-piece ring is as flexible and effective as possible, and the CONFORMABILITY which you get is unequalled.



DEPEND ON

Pedrick
FOR THE RIGHT RING JOB

In addition, PEDRICK FORMFLEX CHROME Oil Rings are:

- Easy to install!
- All-purpose—for any type of vehicle, for any kind of service!
- Chrome-faced for longer life!

Readers are invited to contribute to—SHOP TALK—

DOCTORING DODGES

Gore, Okla.

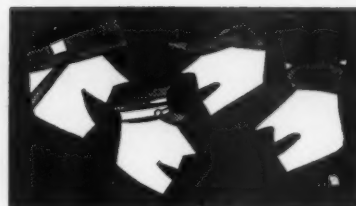
Gentlemen:

Could you tell me what changes I would have to make to put a 1954 V-8 Dodge car motor with Gyromatic drive into a 1949 1½-ton Dodge truck?

Do I need an adapter plate made special or will a 1954 Dodge truck clutch housing and flywheel fit? Do I have to move the steering column?

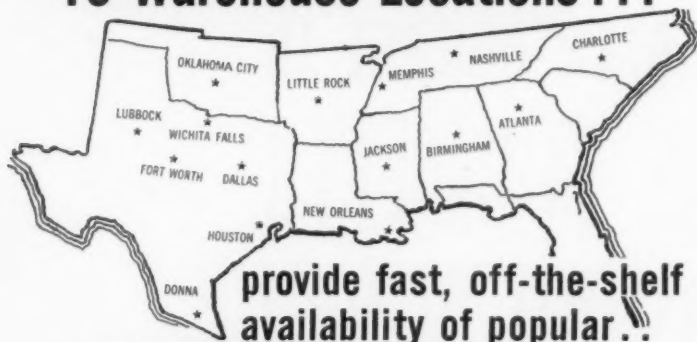
GATES SALVAGE,
J. R. Gates

Among the changes you will have to make would be to have a



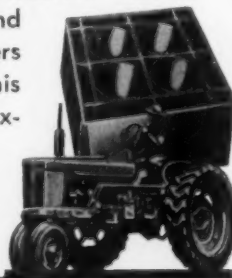
A column of informal comments about the automotive trade and its problems

15 Warehouse Locations ...



BASIC QUALITY SLEEVE ASSEMBLY SETS

Now, conveniently warehoused in 15 key Southern cities, are complete packaged sets of nationally-known BASIC for most popular makes of trucks and tractors. Instant availability makes it easy for jobbers and dealers to handle lots more customers faster and at much more profit. This speedy BASIC service, coupled with exclusive BASIC engineering features, help you build plenty of customer good-will during the busy spring season of rush, overhaul jobs.



ORDER FROM YOUR JOBBERS OR ANY OF THESE WAREHOUSES:

AUTOMOTIVE WAREHOUSE CO.
800 Mississippi St. Jackson 7, Miss.
J. B. COOK AUTO MACHINE CO.
1503 McGavock St. Nashville, Tenn.
H-M PARTS COMPANY
2617-23 Warwick Kansas City, Mo.
JOBBER SERVICE, INC.
523 Simpson St., N.W. Atlanta 13, Ga.
JOBBER'S WAREHOUSE
216 W. 29th St. Oklahoma City, Okla.
TOOL & PARTS WAREHOUSE, INC.
111 McKee

JOBBER'S WAREHOUSE
315 Lafayette St. New Orleans, La.
MANUFACTURER'S WAREHOUSING CORP.
1016 Monroe St. Ft. Worth, Texas
SOUTHWEST AUTOMOTIVE WAREHOUSE
1611 Avenue G Lubbock, Texas
TOOL & PARTS WAREHOUSE, INC.
c/o Border Warehouse Donna, Texas
TOOL & PARTS WAREHOUSE, INC.
2816 Commerce St. Dallas 26, Texas
TOOL & PARTS WAREHOUSE, INC.
Houston, Texas

BASIC SLEEVE ASSOCIATES

new flywheel housing, possibly a shortened or lengthened propeller shaft and possibly change the position of the steering gear housing.

MORE "TECHNICAL" AHEAD

Washington, D. C.

Gentlemen:

We would like to suggest that in the layout of your journal you consider placing your articles on body shop operations on pages not backed up with your service and maintenance articles.

This arrangement will permit greater use by persons in the particular department concerned.

Your consideration is appreciated.

LEMUEL A. PENN,
Principal,
Phelps Vocational High Sch.

Thanks for your suggestion. You'll see we've done that effective with the February issue and now you'll find even more technical articles each month in our feature section.

MORE BLUEPRINTS, PLEASE

New Iberia, La.

Gentlemen:

In reading your September 1959 issue, I was very interested in the

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.

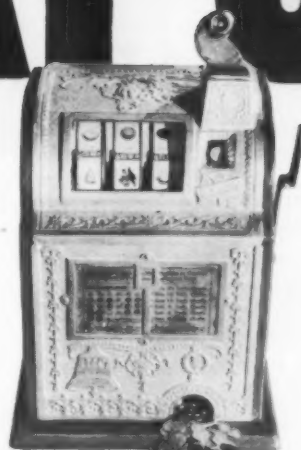
DASHPOT

The dashpot, which helps to prevent engine stalling, needs periodic replacement... adding to your profit



JACKPOT

Actually, this small dampening device on the carburetor, by slowing down the throttle during sudden stops, creates better motoring performance. Your Hygrade distributor has two fast-moving dashpot assortments for most late model cars...order them now. Insure your Hygrade Jiffy Kit carburetor tune-ups by checking the dashpot. Get all the facts from your distributor, or write: Hygrade Products Division, Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, New York.



HYGRADE

the most complete line of carburetor tune-up kits



to fit all carburetors

blueprint series of garage plants.

I am planning on attending a course in shop management at Southwestern Louisiana Institute this spring and would like to obtain any additional blueprint series that you may have on hand. This information will be very valuable to me in this course.

W. L. TIPTON,
State of Louisiana,
Iberia Trades School

Glad to send you the blueprint series. Hope you find the material helpful.

JOKE ON TARHEEL

Allan Mims, mayor of Rocky Mount, N.C., a veteran car dealer and a past president of the North Carolina Automobile Dealers Association, was saying farewell as a director of the National Automobile Dealers Association at a reception at Washington, D.C., last month.

"I want you to know that I am taking more away than I gave to NADA," he said.

Immediately behind him spoke

up the retiring president of NADA, H. L. "Herb" Galles, Jr., of Albuquerque, N. M.—a man who never misses a chance to kid with one of his many friends:

"And I want you to know that Allan is a former treasurer of NADA."

Mims' many friends and colleagues in the room laughed uproariously at the friendly jibe at the Tarheel.

A POINTER-SETTER

From J. D. Winstead of The Auto-Equip Co., Rocky Mount, N. C., comes this notice:

For Sale: Bird dog that sits down and then crosses his legs while on point.

JUST SHOVIN' ALONG

A puzzled wrecker truck driver was found by Indiana State Trooper Delvie Masterson standing along U. S. 30 with a car he had pushed a mile in an attempt to help the driver get it started.

The owner of the 1947 model admitted his car didn't have an engine. He had been shoved by cars, trucks and wreckers all the way from Cleveland and hoped to reach Joliet, Ill., the same way.

Dallas Dealer Wins Ben Franklin Award

W. O. BANKSTON, president of Bankston Motors, Inc., Dallas, Texas, and winner of *The Saturday Evening Post's* first annual Benjamin Franklin Quality Automobile Dealer Award, was honored at special ceremonies during the 43rd annual convention of the National Automobile Dealers Association.

Citing Bankston for outstanding qualities in citizenship, community service and contributions to the automotive industry, a bronze plaque and a gold medallion bearing the likeness of Franklin and inscribed with Bankston's name was presented him by Peter E. Schrueth, vice president of The Curtis Publishing Co. and advertising director of the *Post*. A fellow Texan, Tom Clark, associate justice of the supreme court, participated in the ceremonies.

Other finalists who received a scroll and citation included L. Flowers Hamrick of Greenwood, Miss., and J. Saxton Lloyd of Daytona Beach, Fla.



R-9

use Stant Tester on all Spring overhaul jobs

Testing caps and cooling systems of their customers' vehicles is almost second nature with most good dealers these days. They know they can find any trouble fast with Stant's new *Universal ST-255 Tester*. Flexible hose and cap-type end enable you to use it anywhere you can operate a cap. *Sensationally different!* Ask your jobber salesman for introductory

Tester offer. Get Stant's MU600 Wall Merchandiser and cap assortment for all cars.

STANT MANUFACTURING CO., INC.
Connersville, Indiana.

Standard of the industry and original equipment for a generation





Upper Ball Joint Package



Lower Ball Joint Package



Support Bracket Cam and Bushing Package



Strut Bushing and Retainer Package

Let MoPAR front end service packages earn for you

There's big profit in volume front end work—when you go after it—and when you use MoPar Front End Service Packages.

These complete kits save time, eliminate waste motion. They contain *all the exact parts* you need for a particular job. Each package contains detailed instructions for installation and service.

Stock up on these all-in-one profit makers. Each part is Chrysler Corporation engineered to fit perfectly, install quickly. Call your MoPar Wholesaler or your Valiant, Plymouth, Dodge, DeSoto, Chrysler or Imperial Dealer.

Sell the line that keeps your customers sold on you—MoPar



Control Arm Bushing Package



Tie Rod End Package



Upper Control Arm Support Bracket Bolt and Bushing Package



Lower Arm Shaft and Bushing Package

Dear Bill,

Never fear, we've not forgotten that spring will soon be sprung, and we're prepared to meet it on the first bounce.

We learned a long time ago that you have to get the jump on every season of the year or you will end up with a traffic jam in the shop one week and nothing on the board for the next. You simply can't let the customers' whims pace your shop traffic and end up with a decent profit picture at the end of the year.



AIRLINE GAUGES *by* ACME

with... ★ REPLACEABLE CARTRIDGE
★ REPLACEABLE VALVE

DEFLATES
INFLATES
GAUGES



READINGS
ALWAYS*
LEGIBLE!

Triangular Retractable
White Nylon Bar —
Black Numerals.

* No Lens to fog up.

Request free catalog sheet
for specifications and hose assemblies.

ACME
for Accuracy
SINCE 1915

ACME AIR APPLIANCE Co., Inc.

205 NEWMAN STREET • HACKENSACK, N. J.



HOW GOOD ARE YOU?

M-3

Can you divide this plot
into 4 smaller plots, all
identical in size & shape?



Attach the solution to your business card or letterhead and mail to ACME. If you're right, we'll send you a "Genius Award" for your accomplishment!

Relax each month with the ACME "Problem Corner"

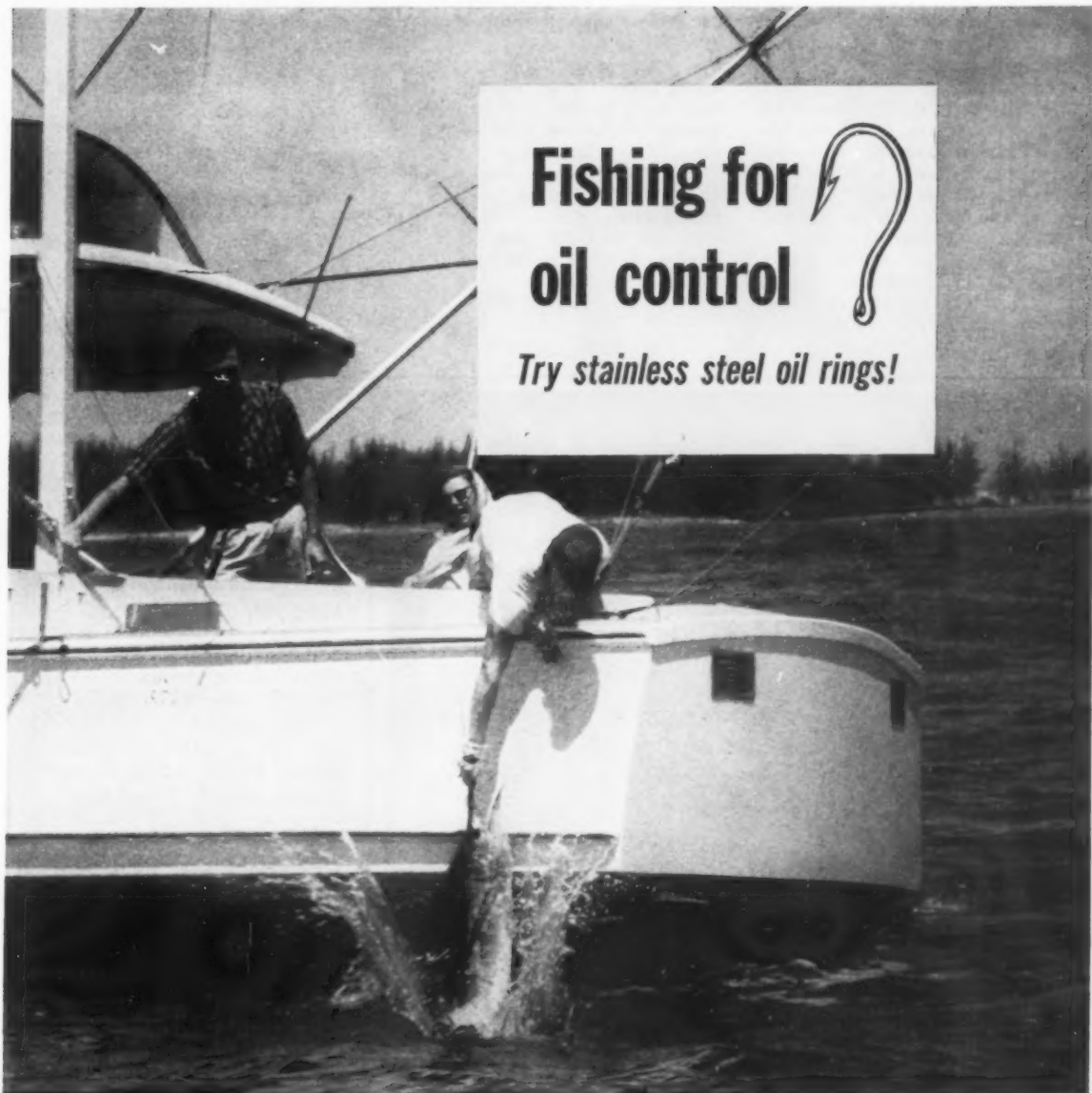
So by way of guidance, we've got our spring renovation cards ready for alphabetical mailing. By offering specials we can draw the customers in for the period of time allotted for their individual jobs, and we try to give ourselves time to search out on the records and on the vehicle itself the several little services which may have been overlooked in the past so we can cinch them up for the coming hard-driving months.

In the tune-up job itself we sometimes find we've given the car several "short" tune-ups and the time has come to have a distributor overhaul, carb rebuild, or fuel pump replacement as a matter of safety.

Lubricants may be well over their life expectancy in the automatic transmission, wheel bearings or universal joints, and muffler and shocks may have built up enough mileage to be well on their way out. With the information at hand we can do a complete selling job when the customer drives in for his "special" and possibly make a quick inspection of suspected weak points if he wishes to have a look himself. And as you know, the customer who wishes to "look for himself" is usually the most completely "sold" on a complete job.

It is always easier to keep the customer happy who goes along with you on an inspection job so he sees the necessity for the work. The verbal assurance that the work was needed which you must give the "fix-it-if-it-needs-it" customer at the time of delivery is not necessary when he is the type who looks for himself.

Some tune-up men save time on the battery checks on the spring tune-up special, figuring that almost any battery will carry through the summer, while the winter check will catch the battery for the winter hard-starting and heavy-load problems. We're try-



Fishing for oil control



Try stainless steel oil rings!



Stainless steel
oil ring

U.S. Pat. No.
2,789,872

...install American Hammered **KROME-OIL** piston ring sets with stainless steel oil rings

American Hammered's stainless steel oil ring controls oil better, even in tapered and out-of-round bores, than rings made from ordinary steel. You'll find it superior for these five reasons—needs no back-up spring or shim stock • resists sludging and corroding • maintains tension under extreme heat • fast break-in • easy to install. *Positively* controls oil . . . stops oil pumping and smoking.

AMERICAN HAMMERED

Automotive Replacement Division • Muskegon, Michigan

A Division of Sealed Power Corporation



ing to discourage this "wishful thinking" in our shop, so make it a policy that every battery cell proves itself.

The battery is still the heart of the electrical system to us and we make certain that the tune-up jobs give each battery the works on tests so the customer can depend on enough life in the battery to carry him through the summer.

So you can see we've never given up the pressure on the spring service specials, for they are not only the car owners' best

bet for a complete preparation for hard-driving months ahead, but this is one of the biggest merchandising times for us. We invariably sell more parts and accessories during this period than any other time. If we ignored it just once, I'll bet we'd have to kiss off 25% of our parts volume for that unhappy year.

Watch out for the Irish this month. They're a happy lot and up to a lot of tricks!

Yrs,
Ed.

Associates' Earnings Take Slight Dip

CONSOLIDATED net earnings for

Associates Investment Co. last year amounted to \$16,982,310, compared with adjusted earnings of \$17,170,936 in 1958, Board Chairman Robert L. Oare announced.

The adjustment in 1958 earnings resulted, Oare said, from the amendment of the Internal Revenue Code in 1959 to increase the income taxes payable by life insurance companies, retroactive features of which made it necessary to restate the company's 1958 earnings. Its profit position in 1959 remained about the same as the year before, Oare said.

"As a result of the quickening pace of business, particularly in the auto industry," Oare said, "the total volume of finance business for 1959 amounted to \$1,756,843,055, an increase of \$430,419,960 over 1958. All categories of financing showed volume increases with retail motor vehicle installment volume amounting to \$672,856,915, up \$132,782,356 over 1958."

Greater St. Louis Names Lindenbusch President

BEN Lindenbusch was elected president of the Greater St. Louis Automotive Association at that body's 52nd annual meeting held last month at The Chase Hotel.

Other officers are Ray E. Nolting, Sr., vice president; C. A. Gilbert, treasurer; Fay Hahn, secretary, and Ed Hayward, executive vice president. Directors are Harold D. Barton, Lester P. Francis, Lindenbusch, Nolting and Victor Koenig. The group is one of the oldest dealer associations in America.

Tarheel Wins Purolator Prize

William Godfrey of Elizabeth City, N. C., won second prize of a Triumph estate wagon in the final "Blockbuster" drawing of the 1959 Purolator Prizarama Sweepstakes. His salesman, Don Thomas of Raleigh, is a salesman for Phillips Petroleum Co.

High Point Selects McMahon

High Point (N. C.) Automobile Dealers Association has selected Ray McMahon of Southern Motor Co. as president.



FOUND!
a new standard of quality...

...mats made with **POLENE***

outdates all mats without this miracle material

**IT PAYS
TO CHECK
MOTOR
MOUNTS**

Don't wait
'til it's too
late! Check
mounts with
every motor
or with each
transmission
repair job.



Next time you order protector mats,
insist on this new miracle material
...the new standard of quality. It has
a soft luster-sheen finish that adds
sparkle to any car interior...new
or old. A complete family of
mats in five colors
for front and rear floors.

*Trade Mark

360

DOAN MANUFACTURING
1725 London Road • Cleveland 12, Ohio
A DIVISION OF ANCHOR INDUSTRIES, INC.

NEW BALANCED-FRICTION BRAKE LINING MEETS SEVERE MOUNTAIN TESTS

Brake Heat and Fade Minimized
by New Grizzly **D** SILVERTIP

*by Harold Fuerst,
Chief Engineer*

Grizzly Brake Division, Paulding, Ohio

Two major brake problems—heat and fade—evaded all efforts toward solution until recent technological advances in rocketry introduced new knowledge that could be incorporated into lining formulation.

Using this information and knowledge received from previous government research and engineering, a new double-duty brake lining was developed by Grizzly. Then came more than two years of constant testing in the laboratory, on flat ground, in swamps, and over what is probably the most rugged mountain terrain in the United States. Standard test cars, representing the most difficult braking operations, and the new lining were tested for resistance to all known brake problems.

RIGOROUS MOUNTAIN TESTS

Beginning at Mollie Gap on Balsam Mountain in the Smoky Mountains of North Carolina—elevation 5,355 feet—there is a drop of 1,010 feet in the first 3.6 miles. During this period, the lining was subjected to high speed stopping and snubbing to build up temperatures. From Soco Gap to Soco Valley—a distance of 6 miles—is a drop of 1,840 feet on a crooked road giving a total drop of 2,850 feet in 9.6 miles.

Upon reaching the valley, fade stops were made at 60 MPH, at 1 to 2 mile intervals to check brake recovery. Various types of lining were tested over this route along with the new double-duty lining. Fre-



quently, heavy glazing occurred on all except the new lining. This glazing hindered recovery for proper deceleration.

Some linings would not produce a deceleration of 15 feet at 1500 pounds of line pressure. The new Grizzly double-duty lining, however, produced recovery stops in Soco Valley with maximum deceleration of 25 to 28 feet per second per second with line pressures that did not exceed 1000 pounds—the equivalent of 90 pounds of pedal pressure with power brakes or 125 pounds with conventional brakes.

THE BEST IS NONE TOO GOOD

With the lives and safety of millions depending upon all-important brake maintenance, the best is none too good!

Test results prove D-D Silvertip's resistance to heat and fade . . . prove the virtual elimination of water absorption . . . assure consistent response to braking action under all possible conditions.

Grizzly D-D Silvertip is high-heat resistant, withstands power brake abuse and reduces the important brake fade problem. Tests have proved D-D Silvertip a truly superior brake lining. Your Grizzly man can supply further details on

D SILVERTIP
or write direct

GRIZZLY BRAKE DIVISION
Paulding, Ohio

One Out of Two Cars Sports Curved Glass

ONE out of every two U. S.-built cars now on the road is equipped with a wraparound windshield, according to registration figures reported by the Automobile Manufacturers Association last month.

First introduced on some 1954 models, the curved-glass windshield was adopted by most other makes the following year. Similar treatment followed for rear win-

dows and led to compound curving which arcs the glass out from the roofline to further increase the visual field which the driver faces.

Clear vision from the driver's seat in 1960-model U. S. passenger cars is 15% greater, on an average, than in models built ten years ago, according to AMA. This improvement has resulted from new body designs with more efficient roof support structures and larger windshield and window areas.

"Bud" Ruck Heads Bureau Of St. Louis Dealers

LAWRENCE "Bud" Ruck of Koenig Chevrolet Co. is the new president of the Service & Parts Managers Bureau of the Greater St. Louis (Mo.) Automotive Association.

Vice president is Howard Brock of Ray Rixman, Inc. (Dodge-Plymouth). Ed Hayward is secretary-treasurer and Fay Hahn, assistant secretary. Directors are R. L. Bradbury of Forest Cadillac Co., Ronald Freeman of Thoms Pontiac, Inc., Cliff Johnson of McMahon Ford Co., Robert Dietz of Mendenhall Motor Co. (Ford), Norman Simon of Francis Chevrolet Co., Leo Sturm of Nolting Ford, Inc., and George Zuroweste of Castles, Wilson Buick Co. The bureau meets the third Thursday of each month except July and August.

Nashville Dealers Pick Boyte

New president of the Nashville (Tenn.) Automobile Trade Association is E. P. Boyte of Oak Motors (Ford). E. J. Preston of Palmer-Hooper Motors (Lincoln-Mercury-Renault) is vice president and Ed Maxey of Maxey & Donnelly (Studebaker) is the treasurer. Directors are W. Hayne Gourley of Capitol Chevrolet Co., Robert E. McAdams of Hippodrome Ford, Jim Reed, III, of Jim Reed Chevrolet Co., Ralph Nichols of Ralph Nichols Co. (Cadillac-Oldsmobile), R. L. Parnell of R. L. Parnell Co. (De Soto-Plymouth-Valiant), John Tune, Jr., of John Tune Import Motors, J. Houston King of King Nash Co. (Rambler) and W. E. Trickett of Beaman Pontiac.

GM Moves Lilley

Herbert R. Lilley, formerly manager of the Detroit office of Packard Electric Division, General Motors Corp., has been named sales manager of Cable Products Division and transferred to that division's home office in Warren, O. Robert H. Sims succeeds Lilley in Detroit.

Forrester Dies in Greenville

Lindsay J. Forrester, 71, retired Greenville, S. C., automobile dealer, died recently. A native of Cartersville, Ga., Forrester was in the automobile business in Marietta, Ga., in 1930-33.

GIANT 1960 ADVERTISING CAMPAIGN FOR MAC'S FAMOUS RADIATOR PRODUCTS!



EACH AD WILL BE SEEN BY OVER 87 MILLION OF YOUR BEST PROSPECTS!

Get set to cash in on the greatest advertising push in Mac's history for Mac's No. 13, Mac's Sealer and Stop Leak, Mac's Cooling System Cleanser. Hard-selling ads to build profits for you will appear throughout 1960 in LIFE, LOOK, SATURDAY EVENING POST, POPULAR MECHANICS, POPULAR SCIENCE AND MOTOR TREND. Call your supplier today for Mac's famous products—bought by millions of motorists every year!

MAC'S SUPER GLOSS co., inc.
LOS ANGELES 42, CALIFORNIA • CINCINNATI 26, OHIO

More "Pay" in the Payload,

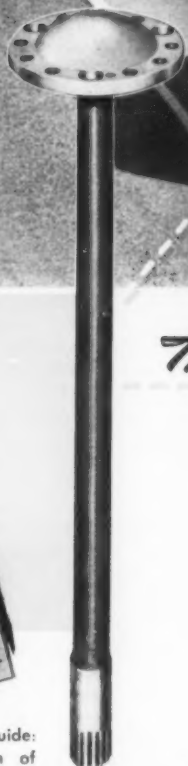


The proof is in the profits —and U.S. Axle Shafts have racked up records of *increased profits* for fleet operators everywhere, through reduced replacement costs. Finest alloy steels, precision-manufactured by exclusive U.S. processes, guarantee "extra-duty" durability for longer mileage without breakdowns. Minimize costly replacements with U.S. Axles—toughest, longest-lasting shafts on the market!

Your U.S. Axle Jobber can supply the *exact* axle shaft replacements for your fleet for immediate delivery!



FREE — Serviceman's Guide: "Causes and Prevention of Axle Shaft Failures" — write today.



THE US[®] AXLE COMPANY, INC.

Since 1920 • Pottstown, Pennsylvania

Mowers Cut Way to \$\$

(Continued from page 75)

ple who work for me on power mowers in the same manner.

Two part-timers who give me six hours a day in season were started out on simple jobs. When a power mower comes in, I have them listen to the customer's complaint and write it out on the repair ticket. Then I let them search for cause. When they think they have found what is wrong, they check with me. I supervise them

in the first simple jobs they handle.

I have them tear down an engine and reassemble it, just as I did. The mechanic with a good feel for his job can be trained in a month. During this period they check with me on all jobs and stay under my supervision until I am fully satisfied they can diagnose competently and carry out a repair efficiently.

Space is one of the problems an operator will need if he is taking on power mowers. In a separate

building behind the gas station I give two full bays to power mowers, and on the upper level in an area 180 square feet I store the repaired mowers waiting for pickup. I always place a number of finished mowers in a neat arrangement near the highway for promotion.

My advertisement in the yellow pages of the telephone directory plays up power mower servicing and repair, and business cards we distribute call attention to this special department.

I'd go easy at it in the beginning if I were a station or shop considering power mowers as a sideline. Take in a few first.

When we first started out, I just picked up needed parts from suppliers. We used the equipment we had on hand for motor analyzing and testing. As you gain experience, you learn to stock the parts most in demand. As you grow, you increase your stock. Today we carry a mower parts stock of \$500 (cost), and find that with each season our volume grows bigger. Pickup and delivery service is a powerful stimulant to sales.

You will find that within a brief period you'll be able to turn out eight or nine jobs a day. We also do sharpening of the rotary mower only.

The potential is constantly growing. We keep teaching the many who bring in their power mowers how to store the mower in off-season, how to drain gas and oil. We teach them safety features, the importance of keeping blades tight to avoid accidents. There are times when a homeowner will bring in a mower with a cracked base and expect you to put the adapter for the blade back on. I do not risk accidents, advise them against this and refuse to do the job.

Many customers overlook the limitations of a power mower and try to cut weeds four feet high. The misuse and abuse of the power mower is another factor that will keep your shop filled with work.

Olds Names Heidig at Memphis

Edward G. Heidig has been named manager of Oldsmobile's Memphis zone, replacing C. W. Schulze, who is on an extended leave of absence. Heidig, who joined Oldsmobile in 1940, will supervise the division's field organization in Mississippi and much of Arkansas, east Louisiana and west Tennessee.

ONE HIGH QUALITY . . ONE SOURCE . . ONE CATALOG

BOOTHS
275 & 277
at the
Southwest
Automotive Show

BALL BEARING

TAPERED ROLLER BEARING
(Cup and Cone)

WHEEL BEARING

CYLINDRICAL
ROLLER BEARING

CYLINDRICAL ROLLER BEARING
"C" TYPE

DOUBLE ROLL
BALL BEARING

CLUTCH BEARING

BALL BEARING
WITH SHIELD

ROLLER ASSEMBLY

TAPERED ROLLER BEARING
(Shoulder Cup)

BALL BEARING WITH
FELT SHIELD

TAPERED ROLLER BEARING
(Double Cup)

CYLINDRICAL
ROLLER BEARING
WITH END RINGS

The ONLY factory in the world
producing ALL the different types
of Bearings for Automotive
and Industrial use.

**AMERICAN
BALL BEARING COMPANY**
FACTORIES

FLUSHING AVENUE AT CUMBERLAND STREET
BROOKLYN, N. Y.

Warehouse distributors throughout the
United States, Canada and Mexico

FAC-
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HOUSES: A:
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Mass., Chicago,
Ill., Dallas, Texas,
Denver, Colo., De-
troit, Mich., Kansas
City, Mo., Los An-
geles, Cal.,

Minneapo-
lis, Minn.,
Brooklyn,
N. Y., Pitts-
burgh, Pa.,
Portland, Ore-
gon, Philadelphia,
Pa., San Francis-
co, Cal., St. Louis,
Mo.

DON'T LOSE A PENNY OF YOUR MUFFLER SALES PROFIT!

Check this ***Soundmaster***

**HEAVY
DUTY**

AIR HAMMER

**DK-136
SPECIAL**

with your **N·A·P·A** Jobber

Get this \$82.⁹⁵

(Dealer Net)

**AIR HAMMER KIT at
LESS THAN 1/2 the regular dealer
price with your selection of popular
Soundmaster MUFFLERS**

Here's the best deal for you! It not only gets you the finest Air Hammer Kit in the field . . . at less than half its dealer cost . . . but preserves your *full profit* on the mufflers you buy from your NAPA Jobber. With the Soundmaster Kit you're a true muffler specialist. You remove muffler and tail pipe in just three minutes — make complete installations in 15 minutes. And remember this Superior Pneumatic hammer is really *heavy duty*, controls blows 0 to 2800 per minute — cuts 1/2 inch bolts with ease. Call your NAPA Jobber now for his *money-saving, money-making offer*. He'll show you how to make your *full profit* on a fast-moving muffler selection and still get this Air Hammer Kit . . . the finest you can own . . . at **LESS THAN HALF YOUR DEALER NET COST!**

**Remove
muffler
and pipe
in 3 minutes!**

30 SECONDS — Cut tail
pipe nuts and remove bolts

30 SECONDS — Cut rear
clamp nuts and remove bolts

30 SECONDS — Cut front
clamp nuts and remove bolts

30 SECONDS — Cut collar
from exhaust pipe

60 SECONDS
Drop
old muffler
and
tail pipe
from car

KIT INCLUDES:

1 - SP700

Superior Heavy
Duty Air Hammer
with Spring and
Metering
Trigger Control



1 - Flat Chisel, long 1 - Muffler Cutter
1 - Flat Chisel, short (for shocks, etc.)



DE KOVEN MANUFACTURING COMPANY · Racine, Wisconsin

Fewer Mechanics But—

(Continued from page 73)

Ford dealers in the Richmond district is \$8.32, so you can see we are selling about \$3.50 more parts per repair order than the district average and about \$4 in labor, making about \$7.50 more per repair order than our district average.

Our parts department works very close to and with our service department, it being its best customer, by far—accounting for 60%

of its total sales.

We consider an inventory purchase control absolutely necessary. First, for the control of obsolescence—and, brother, let me tell you right now that that thing can just about break a dealer if he doesn't keep right on top of it daily. The factories and dealers are tremendously concerned about 30-day-old used cars, but many dealers have three-year-old, five- and ten-year-old parts in their parts department that are absolutely nothing but scrap metal.

So, we consider an inventory purchase control absolutely necessary for the control of the parts.

Second, it makes it possible for you to have the parts on hand when you need them. That fact keeps your mechanic from being tied up for the lack of a particular part, or having to send outside to get it or order it from a nearby dealer, as would be our case.

The required part would have to come in by bus and would probably tie up the mechanic's stall anywhere from four hours to the whole day. Or you have to move the car out and put another one in that you then have the parts for.

So, we keep a very close inventory control on the parts that are moving. We know just which parts that are moving and by being able to order from our factory, two stock orders a month, we are rarely ever out of parts, especially fast-moving parts.

Now, that is not a big job to do because less than 20% of your parts numbers represent over 80% of your sales. Our inventory turns 3.3 times per year. The national average is two times per year. Our goal is four times per year. We know this is an accurate figure because we cost each ticket daily. With prices changing frequently, this we believe to be absolutely necessary.

Our parts and service business accounts for 17% of our total sales and 45.9% of our total gross profit. Now, we need this gross in the competitive market, and certainly I have never in my life seen the automobile business as competitive from the trading standpoint as it is now, and it appears to get worse each year. So, if we can go in the deal with a break-even point on our fixed overhead, then we are in a much better position to trade cars.

Leonard Leaves Ford At Kansas City

ROBERT F. Leonard has retired as central regional sales manager for Ford Division of Ford Motor Co., ending a sales career with the company that spanned nearly 45 years.

Leonard moved to Kansas City to head the regional office in 1956. He directed the division's car, truck, parts and service sales in 11 Middlewest, Southern and Western states. He joined Ford in 1915 in his home city of Cincinnati, Ohio.



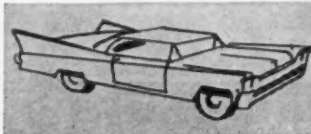
the first locomobile ... 1899

First and Foremost
with the Automotive Trade!

Kester Solder

KESTER ACID-CORE SOLDER is the time-proved favorite of the automotive service shop. Unvarying in highest quality, uniform in manufacture, always dependable . . . Kester is the perennial national "buy-word" in Solder.

"See Us At The
Southwest
Automotive Show
- Booth 114-116"



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OVER 60 YEARS' EXPERIENCE IN SOLDER AND FLUX MANUFACTURING

Perfection!

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ECHLIN



Ignition



Waterproof

THE ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN.

UNITED PARTS DIVISION • CHICAGO, ILL.

ECHLIN IGNITION OF CANADA LTD., TORONTO

WORLD'S LARGEST INDEPENDENT IGNITION PARTS MANUFACTURER...and still growing!

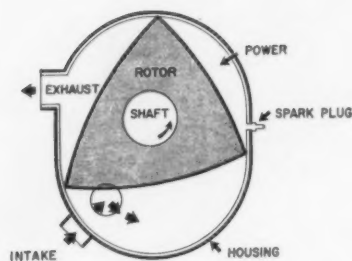


FIGURE 1

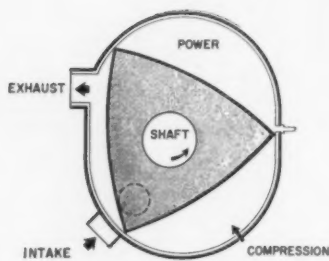


FIGURE 2

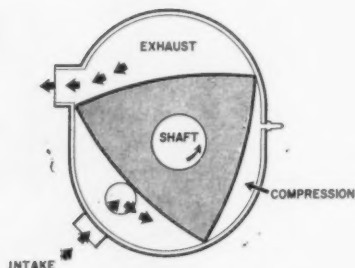


FIGURE 3

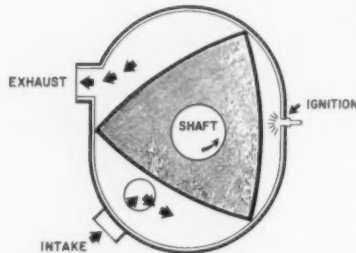


FIGURE 4

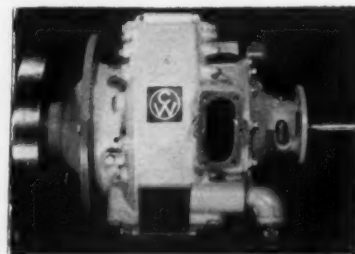
More and more automotive men are becoming interested in Curtiss-Wright's rotating combustion engine whose intake, compression, ignition, expansion and exhaust sequence is practically continuous because it is rotating with the rotor. The engine has only two moving parts. As shown in Fig. 1, the gasoline-air mixture enters the chamber through a port. As the rotor turns further, the mixture is compressed (Figs. 2 and 3). The compressed mixture is fired by a spark plug (Fig. 4). The expanding gases during combustion deliver the power through the rotor to the crankshaft. The chamber then exhausts through a port. Since all of the events occur almost simultaneously, the rotating combustion engine is smooth operating and highly efficient. There are no reciprocating parts and no valves, springs, tappets or camshafts on either the intake or exhaust of the engine. The engine reportedly provides more horsepower in a smaller, lightweight unit that is ideally suited to a wide variety of transportation and industrial applications.

Dealers' Market Vanishing

(Continued from page 73)

average per year per unit in operation. If not, find out what your objective should be saleswise. Set up a daily operating control and work it daily. If you are not up to par, spend the next week in your service department, just looking and listening. You may be surprised at what you see and hear. There is no mystery in the service business of your dealership, but a darn good profit if you will do the following simple things: you've got to advertise and have A-1 facilities, well located and accessible; complete and up-to-date equipment, in good condition. Get good trainable people and train and pay them well.

Now, I'd like to comment here just a minute about getting good, trainable people. I don't know how it is in your area, but I imagine it's about the same as in mine. It's almost impossible to hire a good first-class mechanic. Therefore, we have to continue a mechanic train-



ing program. At the present time, we have three men who are in an apprenticeship training program and this is a continuous thing in our dealership. We have developed some of our very best mechanics from this training program. And that's about the only way I know of nowadays to get a good mechanic—just about raise him yourself.

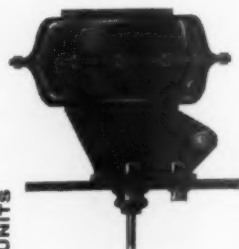
Seven Bucks for You?

There's seven bucks waiting for anyone with an original idea for the shop. See page 183.

The important line of vital products for safe, trouble-free motoring!

POW'R-BRAKE UNITS

The all-new AIRTEX POW'R-BRAKE offers fast, smooth, safe braking with a minimum of effort, and it's within everyone's price range. Easy to install, POW'R-BRAKE is the economy unit your area's car-owners want!



POW'R-BRAKE Unit

FUEL PUMPS

Exclusive design and construction features plus rigorous 100,000 mile torture tests prove the durability of AIRTEX Fuel Pumps... assure the care and precision that satisfies your customers while you reap top profits!

WATER PUMPS

Only AIRTEX Water Pumps combine the quality and economy you require for increased sales and profits. Each AIRTEX Pump is precision-made for full flow circulation... engineered to rigid controls, yet competitively priced!



Fuel Pump

Water Pump

Get the full story about AIRTEX Fuel Pumps, Water Pumps and POW'R-BRAKE units, PLUS details of the industry's newest Merchandising Program... Call your AIRTEX jobber now... ask him how you can please the love in your life while you increase the profit in your pocket... with

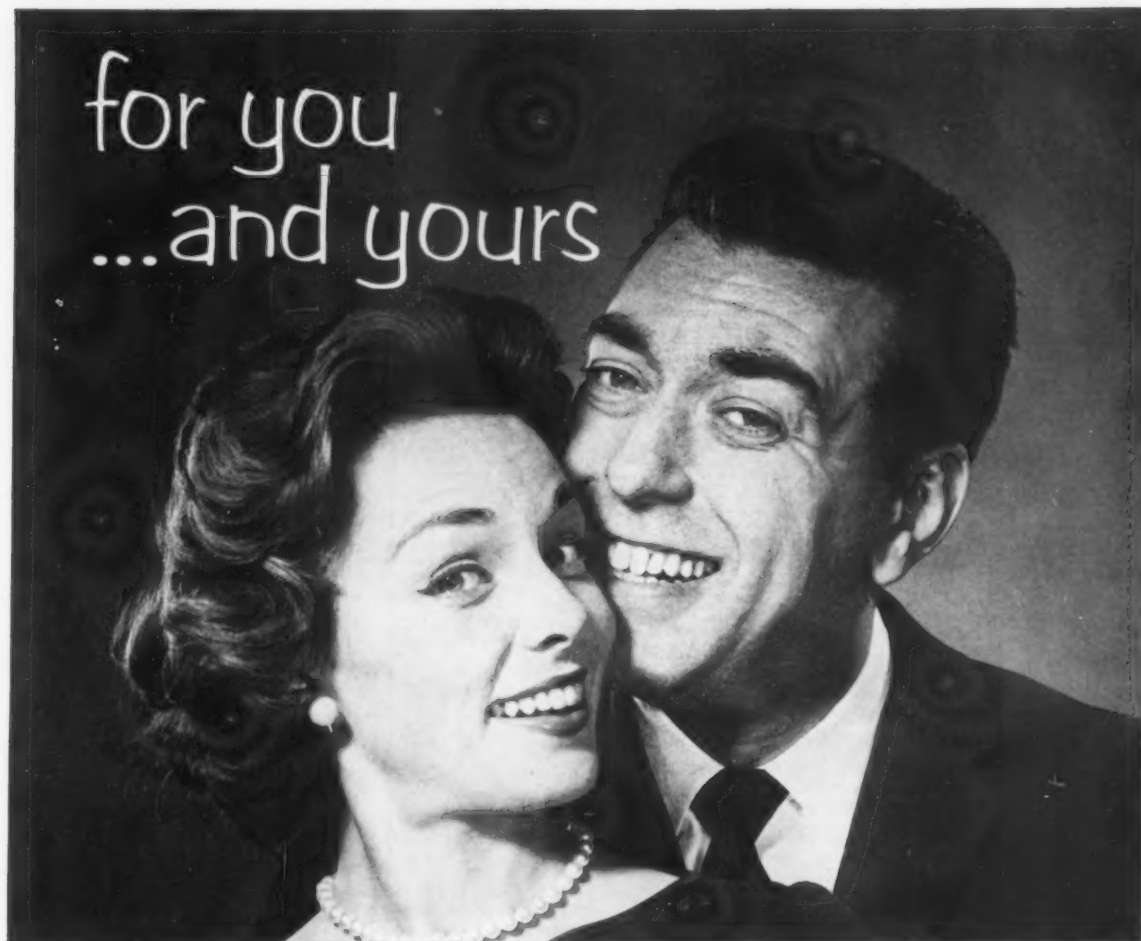
AIRTEX

Airtex Automotive Division
AIRTEX PRODUCTS INC.
Fairfield, Illinois

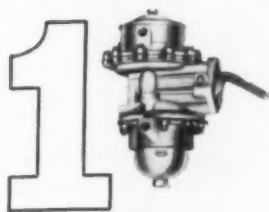
Fuel Pumps • Water Pumps • Pow'r-Brake Units

AIRTEX

for you
...and yours



...the industry's GREATEST COMBINATION



AIRTEX equips you for top profits with full line coverage of guaranteed Fuel Pumps at the right price. Exclusive features designed into every AIRTEX Fuel Pump assure long, trouble-free, customer-satisfying service.



To delight your love, get this beautifully-styled handbag by ROLFS—nationally advertised on the JACK PARR SHOW. It's yours when you order a fast-moving AIRTEX AX 90 Eight Fuel Pump Assortment that equips you to service popular vehicles in your area.

PLUS

Free Bonus Certificates—included with each AIRTEX Fuel Pump, Water Pump and POW'R-BRAKE UNIT. With them you're eligible for other ensemble-completing gifts for her.



Investigate this tremendous, new program now. See how you can delight the Love in Your Life while you add profit to your pocket. Your Airtex Jobber can supply full details . . . Call him today!

AIRTEX AIRTEX AUTOMOTIVE DIVISION
AIRTEX PRODUCTS, INC.
Fairfield, Illinois
Fuel Pumps • Water Pumps • Pow'r-Brake Units



Newly-elected directors of the National Automobile Dealers Association, pictured at the 43rd annual convention and exhibition in the nation's capital last month, include (l. to r.): Clarence J. McCorkle, Metropolitan Chicago; Peter Val Preda, Burlington, Vt.; Richard M. Stoudt, Sr., Jamestown, N. D.; Thomas A. Williams, Sr. (Chevrolet), Greensboro, N. C.; Harry D. Evans, Casper, Wyo.; Arthur H. Kenny, Vallejo, Calif.; James M. O'Mara (Pontiac), Hutchinson, Kan., and Sam H. White (Oldsmobile), director for Southern Texas, Houston.

for greater safety

K-D's new stop lite warns 3 times farther!

slim and light weight

KD 258 Jumbo Stop lite with over 30 square inches of luminous area assures maximum light output from 32cp bulb. No stray light beams from skillfully designed giant 7" red acrylic plastic lens (plain or STOP) . . . positive signal color control . . . correct light distribution effects all weather distance visibility day or night! Plus insurance for safe arrival of driver, cargo, equipment. Slim . . . depth 2 3/4" . . . weighs with bracket only about 1 1/2 pounds. KD 258 is constructed of heavy gauge bonderized steel . . . finished in baked-on black enamel. Rubber grommet encases wire lead to seal out dust and moisture. Removable heavy duty bonderized steel L-shaped bracket for vibration-free service . . . finished in baked-on black enamel. Easy to install horizontally or vertically . . . rotate STOP lens on horizontal mounting. Available flush mounted . . . KD 258F.

combination stop and tail lites

KD 202 has single bolt mounting . . . 3/8" hollow stud clinched securely to housing . . . wire thru stud. Removable L bracket for easy mounting anywhere. Red



KD 202

3 1/2" plastic lens . . . maximum visibility. KD 201 has 4 1/8" non-crazing, color-fast Lucite plastic lens. Universal slotted bracket mounting. Moisture proof. Both lite bodies and brackets of heavy gauge bonderized steel . . . baked-on black enamel finish.



KD 201

The Complete Line K-D assures single-source service of all essential automotive Saftee Products.

K-D LAMP COMPANY

1910 ELM STREET • CINCINNATI 10, OHIO



Corvair Engine Care

(Continued from page 89)

automatic chokes, since the choke is situated in the centrally located horn/air cleaner assembly at the top of the engine. From the air cleaner assembly two air tubes direct filtered air to the top of each carburetor.

Carburetors must be synchronized on the engine by placing the two throttle plates in identical position for idle as follows:

1.—Disconnect throttle rods from both carbs. Right carb: remove throttle rod from carb throttle shaft lever. Left carb: remove throttle rod swivel from left-hand cross shaft lever. (Make certain fast-idle screw on fast-idle lever is off fast-idle cam.)

2.—Fully back off the idle-speed screw on each carb so throttle valve is fully closed.

3.—Place a .003 feeler gauge between idle-speed screw and the throttle lever. Turn screw down until it just holds the gauge. Remove the gauge and turn the screw one more complete turn. Perform this on each carb.

4.—On right carb connect throttle rod to shaft lever.

5.—Make sure left cross shaft lever is turned fully clockwise to ensure right carb valve fully closed. Lift left carb throttle rod (to ensure valve fully closed), adjust swivel on top of rod so it enters hole in cross shaft lever.

Idle adjustment is made at 450 to 500rpm with three - speed transmission in neutral or 475 to 500 with Powerglide in drive.

Float level and drop adjustments are made to proper gauges or float level measurement from top of float to gasket is 1-13/64". Bottom of float to gasket is 1-3/4".

Fast-idle adjustment differs between early-production and later vehicles. With a 1/8" spacer between throttle lever and adjusting

NOW! THE HOTTEST SELLING

BIG 3



▼
SPECIALTY PAINT LINE IN THE U.S.A.

DUPLI-COLOR... BIGGER AND BETTER THAN EVER



THE PUSH-BUTTON CAR TOUCH-UP EVERYBODY WANTS!

Including all colors for the new Falcon, Corvair and Valiant

DUPLI-COLOR AUTO SPRAY

*Duplicates Original
Car Color*

Finest quality lacquer-enamel in 4-color litho cans. Top selling line in the "all that is needed" size—at the lowest list price. Cap color of contents. Clog proof spray head.

RETAIL FAIR TRADE PRICE **\$1.49**

Counter and floor stand merchandisers for all classes of trade

Sealed with positively tamperproof Protecto-Pak Spra-Lok® to insure full measure! A mechanical locking device to prevent accidental or intentional spraying at point of sale.



IN DEMAND BY CAR OWNERS FOR OVER 20 YEARS!

Including all colors for the new Falcon, Corvair and Valiant

DUPLI-COLOR TOUCH-UP

*Duplicates Original
Car Color*

Top quality, fast drying lacquer. Economical. One bottle covers 8 square feet. Handy brush in cap for quick touch up. Fast drying. Leaves no brush marks. Cap color of contents.

RETAIL FAIR TRADE PRICE **59c 3 FOR \$1.85**

Handsome counter merchandisers for all classes of trade



NO. 1 CHOICE FOR USE IN THE HOME, OFFICE AND SHOP!

DUPLI-COLOR SPRAY

LACQUER • ENAMEL

Including House & Garden Home Decorating Colors

Sealed with positively tamperproof Protecto-Pak Spra-Lok® to insure full measure! NOW WITH RUSTLOK®—PREVENTS AND STOPS RUST.

® TRADEMARKS OF DUPLI-COLOR PRODUCTS CO., INC.

Finest quality enamels and lacquers. Wide range of decorator colors. Big, protective metal caps finished in color of contents. New, colorful litho cans in 16 oz., 12 oz., 6 oz. sizes. Clog proof spray head.

RETAIL FAIR TRADE PRICE

16 oz. \$1.79 12 oz. \$1.49 6 oz. 98c

Counter and floor stand merchandisers for all classes of trade

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. MICHIGAN AVE., CHICAGO 16, ILL.

ADVERTISED IN
LIFE

DUPLI-COLOR

SURE CINCH FOR FASTER TURNOVER AND BIGGER PROFITS!

TEST "SPRA-LOK" FOR YOURSELF AT OUR BOOTH 166 — Southwest Automotive Show, Dallas — March 24 to 27

SOUTHERN AUTOMOTIVE JOURNAL for March 1960

Want more facts? Use Reader Service Card Page 137

117

gives you the facts on

GUARANTEED!

PROGRAM... never before a

**Catalog like it!... for Service Shops
who want to make thousands
of extra dollars per year!**

Yours for the asking... Sun's new catalog! Displays for you all the ways you can cash in on Sun's big nationally advertised "Satisfaction Guaranteed" program, that's scooping the industry.

And it's right in time for those who see the 60's as the biggest boom period ever for motor tune-up and engine service volume.

For the man who is just getting started, or the man who wants to up-date his Test equipment... this new, colorful 48-page "catalog" is a treasure chest of money making ideas for you! You'll see the greatest line of equipment displayed—to fit any price range budget without sacrificing quality.

Yes sir, this new encyclopedia of equipment really helps you take the guesswork out of equipment selection... tells you what you need to do the job right. And we dare you to read it and not agree—there's nothing like Sun's "Satisfaction Guaranteed" equipment and program for making money!

But seeing is believing! Here's your big opportunity to cash in on the 60's by getting a flying start with the right equipment. Before you buy any new equipment—see the new Sun catalog first! Then have the items you're interested in demonstrated for you FREE on Sun's famous "Try Before You Buy" plan. You'll be glad you did!



Sun's Famous 6-point program puts you way ahead!

EQUIPMENT SELECTION HELP—Your Sun representative will analyze your business and your present equipment to help you determine which models best suit your needs.

EASY PAYMENT PLAN—Your Sun man has a tailor-made purchase plan for you. He'll be able to set you up in profitable business that will actually pay for your equipment as you use it.

DELIVERY AND INSTALLATION—The same Sun man from whom you buy the equipment will expedite the delivery... then organize the installation in your shop so it's right!



EQUIPMENT TRAINING—He'll train you and your men so that you can IMMEDIATELY get the full value from your equipment. He'll provide you with all the "know-how" and technical information that will make you a real expert.



MERCHANDISING AND SALES AIDS—And you get more than just equipment! Your Sun representative has exciting new merchandising programs for you. The sign pictured (at right) will be seen by millions in a full-page ad in Popular Mechanics... and soon in the POST.



This colorful poster... and national consumer advertising tells you and your services to the motoring public... tells them you're the man to go for "Expert Engine Service" with "Satisfaction Guaranteed."

And now Sun magazine, "Sunroad," helps you build your business with profit-making tips.



Sun

Get the details now on why
you're way ahead... with Sun! ➡
ELECTRIC CORPORATION

6331 N. Avondale Avenue • Chicago 31, Illinois

MAIL THIS COUPON

Yes sir, I'd like a free copy of Sun's new profit-making equipment catalog. Rush one to me today.
(please write name and address in margin below)

COMET Swooshes In (Continued from page 74)

throughout the full range. Temperature control is through a simple pull knob on the instrument panel. Another knob diverts air through defrosting ducts. This third knob is pulled to set the heater in operation, and is turned to control the blower fan.

The low spring rate of 60 cycles per minute for the front wheels reportedly results in a flat, smooth ride. It was accomplished by de-

signing a long, nine-inch wheel travel comparable to the largest cars, into the suspension system.

In general, the lower the frequency, or slower the up-and-down motion of the wheels, the more comfortable the ride is for the passengers. The Comet has one of the lowest ride frequencies in its field.

The front suspension is of the independent ball-joint type. A rubber-cushioned strut runs from the front of the car to the lower suspension arm. The rubber cush-



Ivan X. Sarvis, 66, retired Chevrolet sales executive, died last month at his home in Pompano Beach, Fla., after a short illness. Sarvis joined Chevrolet in 1926 as a field representative in the Los Angeles zone and in 1938 became assistant manager of the Midwest regional office at Kansas City. He became Southwest regional manager at Dallas in 1945 and in 1947 was named assistant general sales manager in charge of the Eastern half of the country. At the time of his retirement in 1958, he was executive assistant to the general manager in charge of dealer relations.

Formula for DEPENDABILITY skilled hands + experienced engineering + quality material

Since 1920 the Kem formula of skilled hands, experienced engineering and quality materials has produced . . . Fuel Pumps and Ignition Parts — unequalled in performance the world over.

Kem Fuel Pumps with the "Būnalon® Diaphragm" are recognized as a symbol of dependability and quality performance.



KEM MANUFACTURING CO., INC.
FAIR LAWN, NEW JERSEY, U. S. A.
Cable Address: Kemsales, Fairlawnnewjersey



ions allow the strut, suspension arm and wheel to move backward slightly at a bump. This device permits the wheel to ride backward, up and over a bump. The result is a smoother ride.

The same principle applies to the rear wheels. A rubber bushing, two inches in diameter at the front of the leaf springs, connects them to the car. This bushing also permits the suspension and wheel to move backward, up and over a bump.

Over-all length of the sedan is 194.9" and the station wagon is 191.8". Over-all heights are 54.5" and 55.1", respectively, and over-all width of both styles is 70.4".

Luggage space in the sedan is 26.6" and the wagon's cargo space is 76.2".

Bore and stroke are 3.50 x 2.50. Brake horsepower is 90@4,200 and torque is 238@2,000, and other "specs" are comparable with the Falcon's powerplant, of course.

Coolant capacity is 8.7 quarts, oil capacity is 4.5 quarts, turning circle (curb to curb) is 39.9 and the electrical system is 12 volts.

The front seat passenger has 38.9" of headroom; the rear seat passenger has 37.6". Leg room in front is 44.6". Rear leg room is 40.1". Shoulder room is 55.2" for both seats.



**TAKE
OFF THE
GAS MASK
...WE
KNOW YOU!**

We know the trouble you've had with plastic fillers. The hazardous dust, the itching effects, the skin burns, the injurious fumes. That's why we worked nearly two years to develop our new

BLACK SOLDER *with non-toxic* **CREAM HARDENER**

It's the answer to your problems — and the most significant advance in autobody repair methods yet!

Black Solder is more than just an improved body filler . . . Its formula is based on an entirely new RESIN SYSTEM that results in the closest thing to actual lead solder shavings when filed. In addition, grinding "dust" on Black Solder repairs does not float in the air — it drops to the floor like lead. It is this unique property of Black Solder that has at last taken the hazard out of the plastic system of autobody repair work.

The result of this new concept is a body filler with unequalled flexibility and adhesion — a body filler that will not shrink, crack, or corrode — that actually "gives" with the metal when subjected to impact.

But most important of all — Black Solder has a new, non-toxic CREAM HARDENER that eliminates odor and skin irritation from the repair picture. And in addition — RAPID CURE — NO PINHOLES — NO "DUST STORMS".

Not a dream — not years away — but available right now — today — from Marson, pioneers in resin chemistry. Ask your most progressive automotive jobber or write



REVERE 51, MASS.

Shrank Overhead \$42,000

(Continued from page 72)

car sold.)

Currently, we are geared to those figures. Supposing we figured we could move the 40 new cars a month as we are, and wheel-and-deal for an extra ten new-car sales a month. Those ten wheel-and-deal sales would push us out of the black and into the red, for as soon as we would start this finagling business, hidden expenses would rear their head to glare at us. For no matter how tight the thumb on the operation, as complex as a dealership operation is there will always be hidden expenses. But when every deal stands on its own feet those hidden expenses can be absorbed, just as they went unnoticed during our lush years.

For this reason, we are not afraid to turn down deals—sloppy deals. A mistake is a mistake, but ignorance is ignorance. There is a difference.

Under the present conditions, our repossessions only run five per cent straight across the board. Knowing what our units actually cost us, delivered to the customer,

is our answer. Delving into our operation systematically to reduce overhead disclosed facts and figures we would never have had otherwise.

True, delving deep enough led us into the wilderness, but it also led us out again—to the tune of \$42,000 a year which couldn't be picked up under today's marginal profit picture.

Garagemen Shape Up

(Continued from page 82)

Thursday. The visitors will have an opportunity to view the Cyclorama, largest circular painting (50 tons in weight and 20 feet high) in the world, which is housed in a special building at the park. It depicts the Battle of Atlanta during the Confederate War.

At the general convention sessions Saturday, past presidents of IGOA and others will appear on a panel discussion of some of the most vital problems affecting the industry. A banquet that night, to include the installation of new officers and an entertaining speaker, will conclude the convention.

Receptions are planned for two evenings and well-known national

speakers have been invited to address the Friday and Saturday luncheons.

Scores of large metal IGOA signs are being bought by garagemen and allied members to erect on highways leading into Atlanta as means of "welcoming" the visitors and as permanent promotion of the IGOA members in the region.

The convention theme, relating to these signs, will be "IGOA: Signs of Progress."

Top Simca Sales Awards Go to Four Texans

FOUR Texans were among 25 top Simca dealers to receive special awards last month presented by D. R. Crandall, director of Simca sales for Chrysler Corp.

Clyde Maddox of Plymouth Products, Inc., Waco, and W. T. Ryan of Ryan Motor Co., Fort Worth, each received a Simca Toppers Club award, as did Harry J. Burkett, president of Burkett Motors, Inc., Houston, and O. R. Mitchell of O. R. Mitchell Chrysler Co., San Antonio. Burkett Motors ranked No. 2 among all U. S. Simca dealers.

McQUAY-NORRIS

PERFECT
SADDLE FIT



"CUSTOM -

Brake Training Courses Started in Texas

A NEW "doorstep" training program to be limited to brakes on passenger cars and trucks of one- and 1½-ton rating has been announced by the Automotive Wholesalers of Texas.

This program, entitled hydraulic and power brake clinic, was scheduled to open in El Paso on Feb. 29 with two classes. The program was developed by the state advisory committee, industrial education department, Division of Extension of the University of Texas with the training committee of AWOT and the education division of the Texas Education Agency. A. D. Morris, who conducted automatic transmission training programs for the past two years, is instructor.

Classes are to be sponsored at the local level by AWOT members who must clear applications through the association's Austin office. No less than 12 or more than 20 mechanics can be enrolled in a class, with 16 preferred. Each enrollee will disassemble and re-assemble all brake units; tools and manuals will be used and explained. Each student gets a free

manual and a certificate when the course is completed. Each mechanic's fee is \$30, payable 30 days prior to opening of the course.

Largest Car Show Set for April 16

THIS country's largest and most diversified automobile show will open April 16 at the New York Coliseum when the fourth International Automobile Show moves in for a nine-day stay.

Show President Charles Snitow said that confirmed exhibits already have exceeded last year's record total. Three exhibit floors and the Coliseum's mezzanine will show virtually every domestic and foreign car marketed in the United States, plus automotive parts and accessories.

Among models to be shown for the first time will be the Facel Vega, the D B-Panhard and the Volvo sports coupe. A dream car—the Simca Fulgur from France—controlled by an electronic brain and designed for future highways providing electric motivation through road-embedded cables, will be among the exhibits. Prices will range from \$1,000 to \$27,000,



Ed Kossman, president of Kossman Buick Co., Cleveland, Miss., has been elected vice president of Region VII of the National Automobile Dealers Association, which includes Mississippi, Alabama, Georgia, South Carolina and Florida. Beginning his third year as an NADA director, Kossman has also been elected vice chairman of the association's auditing committee and a member of its national affairs committee for 1960. He has been director, secretary, treasurer and president of the Mississippi Automobile Dealers Association.

with makes from Austin to Zodiac.

NEW!

CUSTOM-CRUSH* MEANS PERFECT SADDLE FIT... TOTAL HEAT TRANSFER



CUSTOM-CRUSH is just one of the many features that make McQuay-Norris Bearings stand out. Longer engine life, less down-time are assured. CUSTOM-CRUSH means perfect saddle fit, complete heat transfer.

* THE SPECIAL McQUAY-NORRIS CRUSH ALLOWANCE AT THE SPLIT LINES ASSURES PERFECT SADDLE FIT. ORIGINAL PRODUCTION BEARINGS HAVE A UNIFORM AMOUNT OF CRUSH BECAUSE ALL PARTS ARE NEW. REPLACEMENT BEARINGS SHOULD HAVE A SPECIAL CRUSH AT THE SPLIT LINES TO COMPENSATE FOR SADDLE WEAR AND DISTORTION.

CRUSH" BEARINGS

NEW!

McQUAY-NORRIS "Alum-lined" engine bearings are available for late model engine applications.

MORE THAN 6400 NUMBERS of all types... a bearing for every need.

No Atomic-Powered Cars Foreseen for Years

GASOLINE will propel cars and planes for centuries to come, despite the fact that atomic power might be practical for such large machines as stationary generators of electricity.

That is what Dr. Edward Teller, noted nuclear physicist, was quoted by the American Petroleum Institute as telling a Columbia University Oil Centennial seminar.

API said predictions indicated a zooming demand was in prospect for oil and oil products despite competition from "space age" fuels.

At present rates of use, the world's oil will last for 500 years, API noted, adding, however, that even uranium and other fissionable material will eventually be exhausted and in the future men may have to depend on such inexhaustible sources of energy as the tides and the sun.

In the meantime, according to the institute, there will be no lack of oil, but the search will become costlier. New ways of drilling have been envisioned, such as a jet flame that would burn its way



Newly-elected officers of the National Automobile Dealers Association congratulate each other (l. to r.): J. W. Pickens, Orangeburg, S. C., treasurer; Walter B. Cooper, Fort Collins, Colo., first vice president; Birkett L. Williams, Cleveland, Ohio, president, and William R. Bryden, Beloit, Wis., secretary. The officers were elected as the association opened its 43rd annual convention and exhibition in Washington, D. C., last month.

down through the earth, eliminating drill pipe and casing. Pipelines might be put down by a machine that digs a ditch, manufactures and lays the line, closes the trench and replants the right-of-way.

Shreveport-Bossier Elects

W. T. "Billy" Hanna, Jr., has been elected president of the Shreveport-Bossier (La.) New Car Dealers Association. M. C. "Sonny" Bledsoe is secretary-treasurer.

**LEAK-PROOF PISTON RINGS STAND OUT
BECAUSE THEY STAND UP!**

**...NEW
SLC-CHROME**

Tarheel Dealer Tells NADA Group: Service Is Your Business' Backbone

A NEW-CAR transaction is completed only after the selling dealer has satisfied his obligation to keep the vehicle in top running condition while it is owned by the purchaser, delegates to the 43rd annual convention and exhibition of the National Automobile Dealers Association were told at Washington, D. C., Jan. 30.

Speaking before the convention's opening service session, Clarence Wickham, president of Edgecombe Motor Co., Tarboro, N. C., said that many dealers have looked upon this obligation as a burden.

"Others, however, have made the most of it and have discovered that service is the backbone of their business," Wickham added.

The Ford-Mercury dealer, who is vice president of the North Carolina Automobile Dealers Association, told conventioners that his service absorption was 118% in October, 1959, compared with 81.3% at the beginning of the

For details of how this dealer trimmed his shop force and stepped up his own and his mechanics' income, turn back to page 73.

year. His service and parts business not only paid its own way, but also paid general overhead expenses for the entire dealership, paid for several hundred dollars' worth of repairs to the service department and still left a profit.

He pointed out that 100% service absorption allows money from car sales, which otherwise would be used to cover general overhead and to make up deficits in parts and service, to be retained as operating capital.

"I attribute our increase in repair orders to a combination of advertising, customer follow-ups and to high spirit and morale among the service employees."

Wickham said that he managed to instill this high morale through

an incentive system that "got my people money-conscious." He also stressed the importance of adequate facilities, adequate equipment, good location, good training and careful selection of personnel.

"If people learn they can depend on your service department," he pointed out, "they get in the habit of coming into your dealership, and when the time comes to trade, they will buy from you. The people who buy vehicles from you naturally will bring them back for repair and maintenance as long as they are satisfied with the work."

The satisfied customer probably is the key to the whole thing, Wickham believes.

"It's hard to replace a customer once he is lost. And no amount of advertising will be as effective as word-of-mouth praise from a long string of satisfied customers."

Tennesseans to Go to Biloxi

The annual convention of the Tennessee Automotive Association will be held May 8-10 at the Buena Vista Hotel, Biloxi, Miss., Executive Vice President David P. "Doc" Whelchel announced.

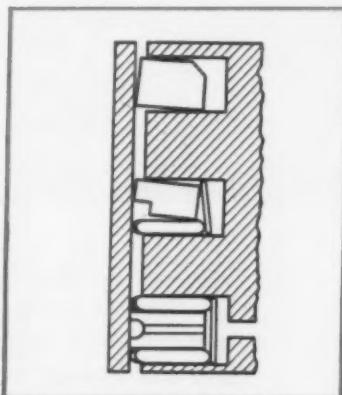
NEW SLO-CHROME MEANS IMMEDIATE AND PERMANENT OIL CONTROL

SLO-CHROME—exclusive with McQUAY-NORRIS—is a special, unhurried plating process whereby dense, fine grain chrome is carefully applied to assure immediate and permanent oil control. SLO-CHROME is more expensive to produce than other types of plating, yet costs you no more. SLO-CHROME is used on all steel rails, and on top chrome rings.



SEVEN WIPING EDGES

The famous Leak-Proof piston ring set (including the outstanding "400" oil ring) has seven (count 'em) wiping edges. No other ring has so many wiping edges to save your customers gas and oil.



McQUAY- NORRIS

CHROME CONTROL

LEAK-PROOF

PISTON RINGS

Tarheel Garagemen Really Promote Meeting

WHEN the approximately 150 members of the Independent Garage Owners of North Carolina were planning for their quarterly meeting at Salisbury last month, they really went all-out to promote it and let the public know they were going to convene in that city.

Many shops and the Salisbury-Rowan Parts Jobbers Association ran ads in the *Salisbury Evening Post* welcoming the visitors. The Salisbury and Rowan County members also ran a four column by 12" ad welcoming the delegates.

George Miller is the "fireball" president of the Rowan County unit. Bryan Davis of Raleigh heads the state group.

Odell Sapp of Salisbury, president of the North Carolina Automobile Dealers Association; H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America, and Ralph H. James of Tulsa, Okla., executive director of IGOA, were among the officials present.



Ira C. Johnson, parts manager of North Florida Motors, Jacksonville, has been elected chairman of the National Dealer Parts and Service Managers Council of Ford Motor Co.'s Lincoln-Mercury Division. In recognition of his service, Johnson was presented a plaque by George P. Montagnet (right), Jacksonville district sales manager for the division, during a recent meeting of the council in Detroit.

Campbell Heads Raleigh Dealers

Jack W. Campbell of Campbell-Honeycutt Motors, Inc., has been elected president of the Raleigh

(N. C.) Automobile and Truck Dealers Association. Bill Laursen of D & S Motor Co. is vice president and Ken Reynolds of American Discount Co. is secretary-treasurer.

Atlanta SAE Hears Halstead

Dr. R. T. Halstead, director of friction materials, research center, Johns-Manville Sales Corp., addressed the March meeting of the Atlanta Section of the Society of Automotive Engineers. Last month Victor G. Raviolo, special assistant to the vice president of engineering and research, Ford Motor Co., spoke to the group and presented a 15-minute film on the company's experimental "Leva-Car," which was also demonstrated.

Greer Dies in Tulsa at 59

L. L. "Buddy" Greer, 59, died in Tulsa, Okla., last month following a brief illness. Active in the automobile business for many years, Greer opened Greer Motor Co. in 1946. He was a native of Versailles, Ky., and moved to Tulsa in 1907.

...AND ALL OTHER McQUAY-NORRIS PARTS IN THE COMPLETE LINE ALSO HAVE SPECIAL FEATURES SPECIFICALLY DESIGNED FOR REPLACEMENT USE

McQUAY-NORRIS

... ENGINE AND CHASSIS PARTS



TO NAME TWO:

EATON VALVES*—When the going gets rough, it takes a valve designed for performance right from the alloy up, to do the job! That's why "EATON" valves are made only of special heat resistant alloy steel—made for the toughest possible conditions.

"EATON" valves give you such design extras as Eatonite hard facing... sodium cooling... rotation features. These famous "EATON" valves are available only through your McQuay-Norris wholesaler.

*EATON VALVES distributed only through McQUAY-NORRIS wholesalers in the U.S.A. and Canada.

Dependability Gets Top Billing With Late-Model Car Buyers

DEPENDABILITY, or freedom from mechanical breakdown, was rated a "very important" reason for the purchase of their latest model car by 71% in a survey of families in the \$20,000-a-year class.

Satisfactory ownership and experience received the vote of 50.2%, while safety followed closely with a 47.6% rating. Riding comfort, ease of handling in traffic, manufacturer's reputation and roominess followed in that order as important features.

The car survey, the 13th consecutive one conducted by *Fortune* magazine, was based on questionnaires sent to a cross section of subscribers, and revealed that almost half of those queried are considering buying a small car. Of that number, 53.3% gave economy as the most important consideration in the purchase of a compact model.

Almost 80% approved Detroit's move into the small-car field, with 21.3% indicating they think there

is a good market. Of those who think the move is questionable, 25.6% gave as their reason lack of a market. Others indicated they thought the cost too high or that the small cars can't compete.

Of subscribers who indicated they would buy an imported car rather than a small American model, 35.8% gave workmanship as the reason. Economy was given by 18.2% as the primary consideration, while style and cost followed with 8.2% and 7.9%, respectively.

Ninety-nine per cent of the subscribers own cars, and more than half have a second car or more.

Of the multiple-car families, 46.3% own 1959 or 1958 models, while 76.9% have cars three years old or less as their latest model or first car.

Families with plans to replace their cars within the next two and a half years represented 81.4% of those queried.

The questionnaire asked for

nominations in the various price ranges for automobiles considered best looking, best performing, best value, most like to have and most prestige.

Those makes which finished on top or near the top in the most categories were: low-priced—Chevrolet and Ford; medium-priced—Pontiac and Oldsmobile; high-priced—Cadillac and Thunderbird; regardless of price—Cadillac and Thunderbird.

Asheville Picks Perkins

Robert Perkins of Glover Motors, Inc., has been named president of the Asheville (N. C.) Automobile Dealers Association. Vice president is Fred Tron of Skyland Oldsmobile, Inc., and Ernest Ogle of Deal Buick, Inc., is the secretary-treasurer.

Dallas Dealers Name Oakley

Fred Oakley of Fred Oakley Motors has been chosen president of the Authorized New Car Dealers, Inc., of Dallas, Texas, succeeding W. O. Bankston of W. O. Bankston Oldsmobile, Inc. General manager is J. N. Whitehurst.



THEY STAND OUT BECAUSE THEY STAND UP!

WATER PUMPS —ALL-NEW, PRE-TESTED.

Lubricated for life—they can really take it! See your McQuay-Norris wholesaler for full details of our new water pump sales plan—the best in the business!



McQUAY-NORRIS
MANUFACTURING CO.

ST. LOUIS • TORONTO



Steps to Cut Costs

(Continued from page 85)

cuts operating costs, because the parts man now not only sends in a form for every item used on warranty cars, regardless of how small the cost, but he sees that the forms go in promptly. Instead of allowing them to accumulate, and losing track of some of the smaller items, he gets all of them in at once. He does this because he wants to keep that commission coming in regularly."

Parts men make two per cent commission on all parts sold, either through the service department or to the public, in addition to flat salaries.

5.—The company has reduced the cost of long distance telephone calls by at least \$75 a month by obtaining a direct line to Corpus Christi 22 miles away.

Boehnke checked on his long distance phone bill two or three months running and saw that a vast amount of his long distance calls were to Corpus Christi and to

dealers in other towns in the general vicinity of Corpus Christi. Now he calls direct to various sources of supply in Corpus Christi. He is able to talk with two dealers nearly 200 miles away, through private lines converging in Corpus Christi. The private line costs a flat fee of \$75 per month.

6.—The company has checked all its sources of supply and the quantity discounts available and has gone in with other Ford dealers in the immediate vicinity to pool the buying of certain items on which substantial quantity discounts are available. The pool buying covers such items as spark plugs, breaker points and undercoating materials.

7.—The company finds that it saves money on company-used gasoline by buying from local service stations rather than maintaining its own pump. It rotates its gasoline purchases between local stations, buying from one a month, then switching to another. Under this arrangement the company is allowed a discount amounting to two cents.

No station will sell gasoline to any employee of the company, including the president, on the company account without a purchase order. This has eliminated careless purchase and use of gasoline by employees, particularly the five car salesmen.

"By following a policy of constant improvement in our facilities and pushing for additional volume, particularly service, we are able to step up net profit without substantially increasing our variable overhead, outside of shop labor," Boehnke said.

"We aim to make the service department carry overhead, so that we can bank the net profit made on the sale of new cars. Only by making overhead reduction a 24-hour job can we hope to accomplish this."

Rebuilders Meet at Atlanta

J. N. Holcombe of Holcombe Armature Co., Atlanta, Ga., will chairman a technical clinic meeting of rebuilders of armatures and generators to be held May 12-14 at the Dinkler Plaza Hotel in Atlanta as part of the national program of the Institute of Armature and Generator Rebuilders of the Automotive Parts Rebuilders Association. Approximately 40 rebuilders are expected to attend. Holcombe is a member of the board of governors of the Institute.

JUST WHAT YOU'VE NEEDED!

MINITANK

for Low-Cost Professional Cleaning



You don't have to invest several hundred dollars in expensive equipment... GUNK's got the perfect new dip-process parts cleaning tank for all service shops. The Minitank plus GUNK Super Concentrate (mixed with 9 parts of kerosene) provides fast, safe, emulsion-type parts cleaning.

The Minitank is complete with solvent-protecting cover, sturdy parts basket for easy dipping with heavy duty handles. Durable baked enamel finish on tank, hose threaded drain valve and large free-rolling casters.

SEE YOUR GUNK JOBBER FOR SPECIAL "MINITANK" DEAL!

You can easily boost shop efficiency on small parts cleaning with this special GUNK "Minitank" deal. By ordering Special Number 60-GTB from your jobber, you get:

One—10 gallon "Minitank" with parts basket

One—Free long handle 100% nylon cleaning brush

One—Free gallon can of genuine GUNK Super Concentrate

—all included in this terrific 3-Way deal at special introductory price. Order NOW from your GUNK jobber!

\$32⁵⁰

® Reg. trademark



GUNK CHICAGO CO., River Forest, Illinois

serving the Midwest and Southwest

RADIATOR SPECIALTY CO., Charlotte, No. Carolina

serving the East, Southeast and far West



Any two-tone job
turns out better with
SCOTCH BRAND Masking Tape



"SCOTCH" BRAND Masking Tape is the surest, fastest way to turn out top-notch two-tone or overall paint jobs . . . whether for the exacting restoration of an antique, or refinishing to meet the demands of today's top-quality appearances. It goes on easier . . . sticks at a touch. Excellent adhesion prevents paint from creeping under, gives a clean, sharp separation. And "SCOTCH" BRAND Masking Tape strips off clean . . . leaves no jagged edge . . . no messy adhesive residue. Order from your jobber today.

CAN YOU NAME THIS CAR?



1927 KISSEL Coupe Roadster (B-cylinder) restored in authentic two-tone original trim by Mr. Robert L. Hawkenson, Richfield, Minn.

3M Products give you the right start for a quality finish!
3M Automotive Products

"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M CO.
MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



Chrysler Vacuum Lock

(Continued from page 84)

either rear door by first slipping one end of each over the connections on the vacuum actuator unit in the door. Secure the hoses in place with two clips on the inside door panel and one clip on the inside of the hinge face of the door. Slip the other end of the hoses through the hole in the hinge face of the door and through the grommet in the "B" post, then down the "B" post, along the side sill

and into the cowl.

Connect the two ends to the tees inside the cowl by slipping them over the tee connections. Make sure both ends of the hose with the red stripe are installed on the connections marked with red. Replace the shower curtain and reinstall the door trim panel.

Then reinstall the inside door lock, window regulator handle, inside door handle, arm rest and garnish molding. Finally, reinstall the "B" post molding, the inside sill molding and the cowl kick pad.

Service diagnosis:

Warning: Do not apply air pressure anywhere in this system.

System inoperative:

- (1) Hose off manifold to tank.
- (2) Faulty tank. If there is no vacuum on distributor connection to tank, replace tank.
- (3) Hose off tank to distributor.
- (4) Hose off distributor to switch.
- (5) Hose off distributor to main tees.
- (6) Faulty switch. Remove small diameter hoses from switch, operate switch in lock or unlock positions. If there is no vacuum on hose connections, replace switch.
- (7) Faulty distributor. Remove main door feed hose from distributor, operate switch in lock or unlock positions. If there is no vacuum on hose connections, replace distributor.
- (8) Plugged or pinched hose.

When Fails to Unlock

Failure to lock (unlock operation satisfactory):

- (1) Hose off red connection on switch.
- (2) Hose off red connection on distributor.
- (3) Faulty distributor (lock valve stuck). Remove door feed hose off red connection and distributor; push switch to lock position. If no vacuum, replace distributor.
- (4) Hose off any fitting in red line to actuator.
- (5) Broken hose connection on actuator. Replace actuator.
- (6) Leak in hose to door. Replace hose.

Failure to unlock (lock operation satisfactory):

Same cause and correction as failure to lock, except hose has no marking.

Doors operate the opposite of the switch operation:

- (1) Hose lines reversed on switch.
- (2) Hose lines reversed on distributor.
- (3) Switch mounted in reverse position.

Doors on one side lock when doors on other side are unlocked:

- (1) Door hose lines connected improperly to tees situated in side cowl.

One door operates the opposite from the other doors:

- (1) Hose connected improperly to tee in side cowl.
- (2) Hoses connected improperly on actuator.

One door fails to operate:

- (1) Faulty actuator linkage.
- (2) Faulty lock.

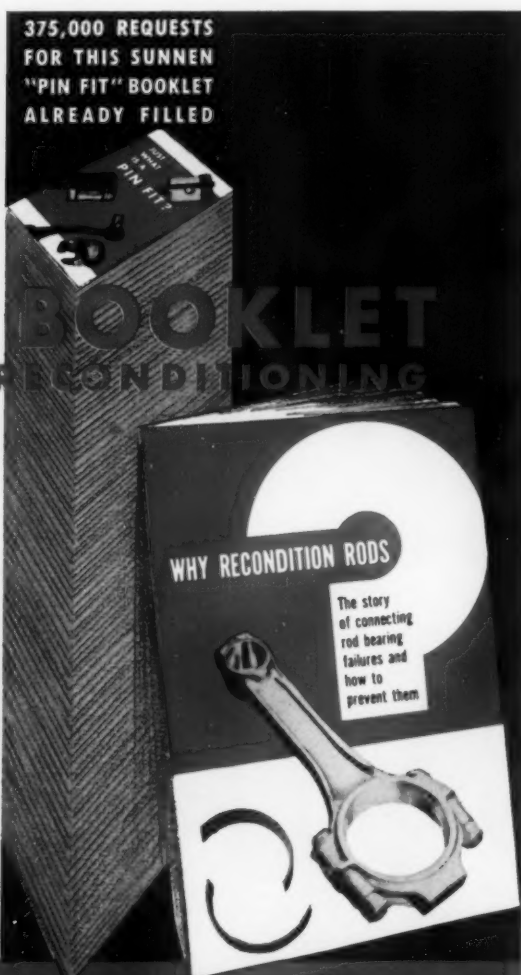
AND NOW A FREE BOOKLET ON ROD RECONDITIONING FOR YOU

Full of valuable information for every mechanic and automotive machinist, this new booklet explains the causes of con-rod bearing failures and how to cure them — describes in detail the why and how of rod reconditioning.

.....
• Handy, easy-to-read •
• 24-page pocket-size •
• with many illustrations •
.....

TO GET YOUR COPY,
drop us a card with your
name and address.
The booklet will be mailed
directly to you.

A-102



SUNNEN PRODUCTS COMPANY
1111 Sandown Ave. • St. Louis, Mo. 63104
Canadian Factory: Oakville, Ontario

Satisfied Customers Are The Foundation Of Our Business



"To protect customers, build business... WE CHECK EVERY BELT!"

says L. L. Hughes, Owner

Hughes Automotive, 6567 Selma Avenue, Los Angeles, California

"I've been in the garage business for over 30 years, and I learned early in the game the importance of not only getting customers but keeping them too! I've found that giving good service and using quality replacement parts keeps customers. That's why I carry the Gates Line.

"Checking every belt on every car that comes into my garage is a double-barrel service. It not only protects each customer's car and peace of mind, but it also helps me build my business

as well. It takes just a minute to find and install the right belt with Gates Dial-Finder and Display Rack. Gates V-Belts are a top-profit item too!"

Phone today for YOUR Gates V-Belt Display Rack. Supplied by your Gates Jobber, this attractive fixture puts the right belt for any popular make of car at your fingertips.

The Gates Rubber Company, Denver, Colorado



World's Largest Maker of V-Belts

To find belt wear always turn belt over — The underside of the belt...not the top...tells the true condition of the belt.

**REPLACE BELTS
LIKE THESE:**



Gates Vulco V-Belts



TPA 479

Because it's a complete scope

You make the full profit with an Allen Scope

The only reason for buying any tune-up equipment is for the profit you can make. The Allen Scope has been designed with this in mind . . . to help you sell better, work more accurately, and work faster. The direct result is more tune-up work at a greater profit. Judge for yourself from these 6 features.

**1 FULL SIZE
5" SCREEN**

Using expanded pattern you get *40 times* more detail than miniature scopes provide.

**2 CHECKS ALL
IGNITION
PARTS . . .**

Plugs, points, coils, coil polarity, condensers, high tension resistance . . . does the full job for a full profit.

**3 A COMPLETE
TRAINING
PROGRAM**

Only Allen has a regular training program. You learn how to use your scope quickly, accurately, profitably.

**4 EXCLUSIVE
DIAL-CHEK**

It helps you spot problems and lets you show the customer what the problem is. The result is sales.

**5 EARN \$4,000
MORE PER YEAR**

Service station operators are doing it with the Allen plan now. Your Allen Scope can be the key to success.

**6 EASIEST TO
OPERATE**

Just four controls show you a single pattern or the complete firing order . . . in 2 minutes.

Write for literature or see your Allen Jobber

ALLEN ELECTRIC AND EQUIPMENT COMPANY



KALAMAZOO, MICHIGAN

ALLEN



So huge that it could contain 25 Indianapolis Speedways, this dual-lane track—world's largest tire testing track—at Uvalde, Texas, was designed by General Tire & Rubber Co.'s central engineering division to road-test automobile tires on an outer-banked lane at speeds as high as 200mph, and truck-bus tires on an inner lane at more moderate speeds. Exactly eight and a half miles long, it is built of rock asphalt on a natural caliche rock base. It was officially opened Jan. 19.

O. D. Tucker Dies In Little Rock

OREN David Tucker, 66, a pioneer in the automotive business in Arkansas and reportedly one of the state's first Chevrolet dealers, died recently in Little Rock.

While a student at Little Rock High School, Tucker sold vulcanizers to fix punctures. After one year of college, he established a retail tire store and was said to have featured the first road service trucks in the state, as well as the state's first tire-recapping service.

Shortly after Chevrolet cars were introduced in 1912, he opened an agency selling the old "490" and "Baby Grand" models and was commended for selling 365 cars his first year. About 1920, he sold his dealership and established a chain of wholesale parts houses known as O. D. Tucker IV & Co., which he operated until his retirement in 1950.

Durham, N. C., Names Uzzle

The Durham (N. C.) Area Automotive Dealers Association has named Dan Uzzle of Uzzle Motor Co. president. Other officers are Coolidge Elkins of Elkins Motor Co., vice president, and John Allen of Weeks Motor Co., secretary-treasurer.

Put new **LIFE** in your under-car

6 ADS BETWEEN APRIL 25 AND AUGUST 8...your peak spring and summer selling period!

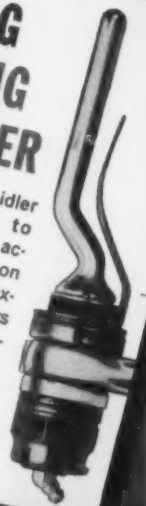
30,000,000 READERS EACH ISSUE...including many potential customers right in your neighborhood!

EACH AD DESIGNED FOR IMMEDIATE RESULTS...

by pointing out to car owners their specific steering and suspension problems which can be solved at a profit with these Moog parts!

MOOG STEERING STABILIZER

Converts ordinary idler arm assemblies to smooth, ball-bearing action. Put both kinds on display. Once you explain to your customers how Moog Steering Stabilizer eliminates front-end slack or bind for safer, more positive steering control, this part will sell itself!



Now MOOG puts the proven selling power of LIFE Magazine behind the three hottest sellers in the under-car field!

These advertised "problem-solvers" will attract car owners who are excellent prospects for all kinds of alignment work.

Moog "ADVERTISED IN LIFE"

merchandising materials, available from Moog Jobbers, will help pull 'em in . . . help make you "Under-Car Headquarters."

Tie in with this gigantic national promotion and cash in on Moog . . . the industry's most complete line of chassis and suspension parts.

The first LIFE ad will appear in the

Gaslight Motors Offers Rambler Replica

FEATURING an air-cooled engine, automatic clutch, composite body construction and tiller steering, a new entry in the smaller-car field, introduced by Gaslight Motors Corp., is an authentic full-scale replica of the original Rambler first produced in 1902.

Gaslight Motors was organized by three American Motors Corp. employees whose interest in the historical significance of the Ram-

bler prompted its comeback. James T. Moore is president; Carl Chakmakian, vice president and treasurer, and John R. Pichurski, vice president and secretary.

Production goal of the 1902 Rambler will attempt to exceed the record 1,500 units produced by the Thomas B. Jeffery and Co., Kenosha, Wis., at the turn of the century, company officials said. It is being manufactured for Gaslight Motors by the American Air Products Corp., Fort Lauderdale.

Sold exclusively through Amer-



H. L. Galles, Jr., Albuquerque, N. M., Cadillac-Oldsmobile-Chevrolet dealer and immediate past president of the National Automobile Dealers Association, has been appointed vice chairman of that body's advertising ethics committee. A past president of the New Mexico Automotive Dealers Association, Galles has also been NADA secretary and regional vice president.

business with MOOG

NEW MOOG CAR-BUOY

Just out . . . and already a best seller! Nothing like 'em for correcting rear-end sag. Quiet-riding shock spring with rubber-like coating has exclusive bracket design that protects shock weld. Priced low . . . because you don't have to throw away good shocks. Overloaded vacationists are easy targets!



MOOG ADJUSTABLE BALL-JOINT

Hottest number in the Moog line! Only completely adjustable ball-joint line on the market. Demonstrate ball-joint looseness and tell the car-owner how this causes erratic steering and excessive tire wear. Moog's adjustable feature makes a sure-fire selling point!



April 25th issue. So get set now to get your share of this profitable business with Moog . . . leader in under-car parts for over 40 years.

MOOG INDUSTRIES, INC.
ST. LOUIS 33, MISSOURI



MOOG MEANS MORE UNDER-CAR BUSINESS

ican Motors' nationwide Rambler dealer organization, the Rambler replica has a retail price of \$1,495, F.O.B., Fort Lauderdale. It is built on a 77" wheelbase, is 112" long, 66 1/4" wide and 80" high—55" with the top down. It weighs 640 lbs.

Powered by an air-cooled, one-cylinder, four-cycle Clinton engine, the '02 Rambler has a transmission that gives the driver a choice of two forward and one reverse speed, without manually engaging a clutch. The four-horsepower engine is situated in the center of the car under the seat. It has a bore and stroke of 2 15/32" by 2 1/4". A five-quart fuel tank is situated under the front seat.

Top speed for the replica is 30mph and it reportedly delivers 60 to 70mpg on regular-grade gasoline. Front and rear suspension consists of full-elliptic leaf springs. The wire spoke wheels, made with extra wide hubs for greater strength, are equipped with 26 x 2.135 Goodyear diamond-stud thread tires, with tube and rim shield. Brakes are of the rear-wheel, internal-expanding type with bonded linings. Parking brake is a crank lever on the outer right side of car. The body is finished in original Brewster green and Rambler red is used for hand-striping and chassis color.

Optional equipment includes four-wheel brakes, high-low beam on the sealed-beam headlights, which are standard equipment, windshield and electric wipers.

HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

102 MODEL NUMBER INTERCHANGE—Handy reference sheet with complete listing of all passenger cars 1946 through 1959 by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagawar Rd., Fair Lawn, N. J.

103 SAMPLES, BOOKLETS, AND CATALOG SHEETS—Describing the DL Handi-Cleaner available on request. DL Products, Inc., Banite Bldg., Buffalo, N. Y.

104 VENTILATED CUSHIONS—Complete merchandising program on Kool Kooshions, including handsome wire display rack, full color catalog sheets, other advertising on complete Kool Kooshion line. Kool Kooshion Mfg. Co., Dyersburg, Tenn.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6382 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANDISER—How to increase profits by use of radiator and gasoline cap Merchandiser. The space saving Merchandiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

108 ELECTRICAL EQUIPMENT FOR 1960 PASSENGER CARS—New booklet, fully illustrated covers description of units as well as servicing and adjustments of charging circuit, starting circuit and ignition circuit. Also covers D.C. and A.C. Generators. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

112 SOUND SLIDE FILM—Entitled "Automotive Wheel Bearings" is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

120 NEW GRIZZLY BOOK—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance men to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamping ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps, Inc., 700 Liberty Ave., Union, N. J.

130 VALVE CATALOG—A new 166-page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 MOOG RINGLINER—Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus liners. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

136 MUFFLER MERCHANDISER SALES BOOKLET—16-page four color booklet presents complete market, profit, product, and merchandising information. Merit Mufflers, 619 Smith St., Toledo 1, Ohio.

138 PLUG CHECK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawnmowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., 200 Elm St., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connerville, Ind.

141 MOOG STREAMLINER CATALOG—Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

142 PLEMENT—Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill.

144 RADIATOR SERVICING—New 32-page booklet entitled "New Blueprint for Profits" shows how any car dealer, filling station or auto repair shop may go into the radiator servicing business. It covers procedure for setting up radiator service department; shows latest compact shops, testing, cleaning and repairing units, and includes a complete price list and specification chart. It describes methods of financing, etc., which the manufacturer makes available to customers, factory training school, guarantees, etc. Inland Mfg. Co., Dept. B-138, 1108 Jackson St., Omaha 2, Neb.

149 TIRE & TUBE REPAIR MATERIALS—Are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

155 MAKE MORE SALES ALL OVER THE LOT—Attractive 2-color fold-

er shows how to increase gas, oil and TBA sales and turn new customers into steadies. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do-a-better body repair job with this "miracle" body filler that hardens like lock. Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

162 ILLUSTRATED—Describes in complete detail application and uses of plastic-fiberglass filler for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG—Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

166 CYLINDER HEAD STOCK REMOVAL CHART—A handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased rate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

167 1960 LAMP & FLASHER SERVICE GUIDE—Includes following information: Vision-aid headlamp information, aiming instructions, installation instructions for sealed beams and miniatures, complete auto lighting service, servicing directional signals and specifications for 1946-60 American and European cars. Tung-Sol Electric, Inc., 95 8th Avenue, Newark, N. J.

169 YOUR ANSWER TO VAPOR LOCK—New technical bulletin deals with vapor lock and hot-motor re-starts and explains how Flit-O-Reg helps prevent these conditions and increase engine efficiency. Alondra Sales, Inc., 955 Crenshaw Blvd., Los Angeles 19, Calif.

171 ILLUSTRATED CATALOG of test equipment for 6- and 12-volt Automotive Testing and Servicing. Allen Electric & Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Els Automotive Corp., Middletown, Conn.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG—Completely revised, illustrated reference book of fasteners used daily by automotive maintenance men including Plated Cap Screws and Nuts—Brass Nuts, Expansion Plugs, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sons Co., 5000 Tiedeman Rd., Cleveland 9, Ohio.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

187 BRAKE PRODUCTS—Booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7-point brake check. Raybestos Div., Bridgeport 2, Conn.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB—Gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

193 WIRE & CABLE CATALOG—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

INFORMATION CENTER



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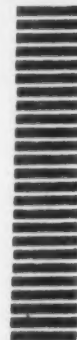
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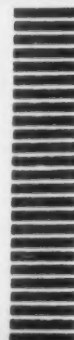
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HELPFUL BOOKLETS FREE!

195 1958 SALES "PORTFOLIO"—Contains catalog sheets on YANKEE'S new "Duet Series" Mirrors, Boat Trailer Lamps and Water Ski Mirror, All-Chrome Truck Mirrors, mirrors for foreign and sports cars, and other service items. Kalamazoo punched for filing. Yankee Metal Products Corp., Norwalk, Conn.

197 BATTERY TESTING PROCEDURE—Fully illustrated booklet gives step by step outline of fast, simple and accurate battery testing procedure. Also gives list of recommended testing equipment to have on hand. Delco-Remy Div., Technical Literature Section, Anderson, Ind.

203 COOLING SYSTEM CARE BULLETIN is designed for posting in the service station to guide station attendants in preparing cars for summer driving. During the hot vacation months, cooling system care is vitally important to the car owner and can be a most profitable service for the station operator. Warner-Patterson Co., 600 S. Michigan Ave., Chicago, Ill.

204 OFFICIAL POLISHING DISCS—New colorful price sheets for wholesalers and dealers giving full particulars on three types of discs now available. Send for your copy now. Official Products Co., Inc., 376 Spring St., N. W., Atlanta 8, Ga.

205 HOW TO INCREASE ENGINE LIFE 90%—Illustrated booklet tells how to reduce wear to moving parts and insure better performance from automobiles or trucks by explaining the air filter—the vital piece of equipment through which an engine breathes. Fram Corp., Rumford Post Office, Providence 16, R. I.

207 1957 BRAKE SHOE CATALOG—With illustrations of brake shoes and their proper application, etc.—National Brake Block Corp., 37-17 57th St., Woodside 77, N. Y.

211 SERVICE TOOL CATALOG—Illustrates and describes more than 70 tools designed to solve specific problems for the repairman. Each helps to speed up jobs, make operations easier, cut shop costs. Hastings Mfg. Co., Hastings, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

218 BASIC SLEEVE ASSEMBLY SETS—New illustrated catalog describes profit features and technical advantages together with specific set numbers and exact applications of BASIC MATCHED SETS for all popular makes of tractors and trucks. Basic Sleeve Associates, 2816 Commerce St., Dallas 26, Texas.

226 OIL LEAK DETECTOR—Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.

227 PROFITABLE ENGINE REPAIR—6 pages entitled "Profit Paks" shows how to get started profitably and at low investment cost in engine repair service; how to equip to make 17 essential A.E.A. tests, etc. Sun Electric Corp., Dept. PB, 6331 N. Avondale Ave., Chicago 31, Ill.

228 ENVELOPE STUFFER—Describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.

230 SIOUX TOOLS—New Catalog No. 58. Sixty pages. New items include Air Impact Wrenches, Air Screwdrivers,

Valve Cleaners, Ann-Angle Drill Kit, Electric Screwdriver sets, and Pelican Nut Accumulators for use with impact wrenches. Also complete information on Valve Face Grinding Machines, Valve Seat Grinders, Electric Drills, Hole Saws, Electric Bench and Portable Grinders, Wire Wheel Brushes, Flexible Shaft Machines, Electric Sanders, Abrasive Discs, Electric Polishers, Electric Impact Wrenches, Electric Saws and Flat Sanders. Albertson & Company, Inc., 3100 Lowell Avenue, Sioux City 2, Iowa.

232 NEW MUFFLER TOOL INFORMATION—Tool cuts through mufflers without use of chisels, saws or torches. Made of light weight construction, it fits from 1½" to 2½" pipe. Muffler Products Corp., 2808 Crawford, Houston 4, Texas.

233 FAILURE—Wall chart shows how to avoid axle shaft failures in passenger and commercial vehicles. It pictorially presents the common faults responsible

for most axle shaft breakdowns, dividing them into two categories, mechanical faults and human faults. The U. S. Axle Co., Inc., Pottstown, Pa.

235 THE TRUTH ABOUT TUBELESS TIRE REPAIR—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is punctured and describes the only safe, sure method of repair. By reading this booklet and making repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.

237 NEW MODEL 519 CRANKSHAFT GRINDER—A 2-page informative bulletin just published by Lemco Products, Inc. Complete with illustrations, dimensions and reference data on this low-cost, precision crankshaft grinder with outboard counter-balancing. Write Lemco Products, Inc., Dunham Road, Bedford, Ohio.

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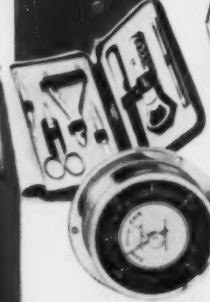


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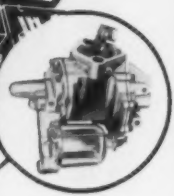
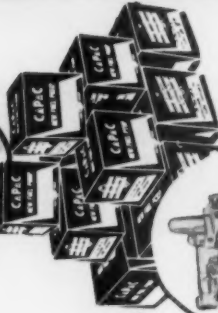
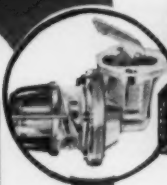
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page brochure in full color gives the
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Fox Products Co., 4720 N. 18th St., Phila-
delphia 41, Pa.

242 AUTOMOTIVE LINES — 4-page
booklet lists all of the Solder Seal
chemical tools, giving part numbers, size,
case contents, list and dealer prices.
Radiator Specialty Co., 1400 W. Inde-
pendence Blvd., Charlotte 8, N. C.

250 FUEL PRESSURE REGULATORS
—Informative folder answers such
questions as "What is fuel pressure regu-
lator," "Why do I need one," "Why isn't
it original equipment," and "Is it guaran-
teed." Milesmaster, Inc., 1350 E. 74th
Place, Chicago 19, Ill.

251 NEW EATON CAP CATALOG—
Illustrating and describing Eaton
radiator pressure caps, fuel tank caps,
locking gas caps, oil filter caps and the
new Eaton cap and cooling system test-
er. Also catalog-sheet showing special cap
combination offers, and new Eaton cap
merchandise display rack which acts as
an "automatic cap salesman" and saves
time in checking inventory and ordering
fastest moving items. Eaton Mfg. Co.,
Stamping Div., 17877 St. Clair Ave.,
Cleveland 10, Ohio.

255 TOOL CATALOG "W"—112 pages
gives pictures, description and
specifications of the complete Snap-On
Tool line of merchandise. Snap-On Tools
Corp., Kenosha, Wis.

257 RUBBER PRODUCTS — A con-
densed catalog designed for parts
reference work just released. It contains
handy simplified identification and illus-
trations of floor mats, pedal pads, motor
mounts, and rubber bushings. Doan Mfg.
Co., 1725 London Road, Cleveland 12,
Ohio.

258 WHEEL ALIGNMENT — Catalogs,
specification charts, price lists. J.
H. Bender Equipment Co., 5430 Tweedy
Blvd., South Gate, Calif.

**260 BODY REPAIR, RECONDITION-
ING & REINFORCING** — 4-page
catalog sheet and envelope stuffer de-
scribes FILLERITE plastic paste and
FILLERITE System. Includes uses, pack-
age sizes, specifications and instructions
for applying. Plastics Division, Baird
Dynamic Corp., 1700 Stratford Ave.,
Stratford, Conn.

261 SAFETY EQUIPMENT CATALOG
—22 pages describes the full line
of directional signals, reflectors, mirrors,
flares, flags, fuses, stop and clearance
lights, fire extinguishers and other prod-
ucts. Anthes Force Oil Co., 20th St.,
and Avenue M, Ft. Madison, Iowa.

263 "WHAT'S UNDER THE HOOD?"—
24-page illustrated booklet names
and locates all the components under the
hood of average car. Tells what each is,
what it does and what attention the mo-
torist should give it. Written with reali-
zation of importance of women as pri-
mary buyers of automotive maintenance.
Wix Corporation, Gastonia, N. C.

265 TIRE VALVE WALL CHART—
Comparison chart shows applica-
tion of tubeless tire valves by car name.
Also shows the interchange stock num-
bers of other manufacturers. Acme Air
Appliance Co., Inc., 205 Newman St.,
Hackensack, N. J.

267 AUTOMOTIVE BEARINGS — Cata-
log 50-CB—a 68-page listing of con-
necting rods, cam shafts and main bear-
ings for cars, trucks and tractor engines.
Johnson Bronze Co., 540 S. Mills Street,
New Castle, Pa.

**270 1960 TUBELESS TIRE VALVE
WALL CHART**—Measuring 19" x
25", the free chart lists 87 models of 18
major American cars, with their corre-
sponding wheel size, tire size; manufac-
turers' recommended tire pressures, both

front and rear; plus complete recom-
mended valve information both for 1960
models as well as earlier model cars. It
also gives comparable information for 28
models of 12 popular foreign make cars.
The Dill Mfg. Co., 700 E. 82nd St., Cleve-
land 3, Ohio.

271 AUTOMOTIVE CHEMICALS — 8-
page catalog gives description of
each item in the Permatex line giving
uses, parts numbers and sizes. Permatex
Co., Inc., 300 Broadway, Huntington Sta-
tion, New York, N. Y.

274 NEW WHEEL SERVICES—Catalog
lists 11 new wheel alignment and
balancing services and is said to be the
most complete catalog of its kind in the
industry. The 20-page catalog describes
and illustrates all of the new Bear equip-
ment. Bear Mfg. Co., Rock Island, Ill.

275 PISTON RING — 16-page booklet
contains a description of the
Modern Power features of Ramco Piston

Rings complete with illustrations. Ramsey
Corp., P. O. Box 513, St. Louis 66, Mo.

**278 HOW TO CONTROL THE HEAT
-OF1112-**This 8-page booklet in a concise
and easily read manner explains the
basic principles of pressure cooling sys-
tems. E. Edelmann & Co., 2332 Logan
Blvd., Chicago 47, Ill.

279 POSITIVE SEAL -OF1134-This 12-
page booklet in a whimsical fash-
ion outlines the operation of the pressure
cooling system and gives the service
trade service information. E. Edelmann
& Co., 2332 Logan Blvd., Chicago 47, Ill.

284 "HOOFBEATS" — A complete as-
sortment of engineering bulletins
covers practically all problems en-
countered in today's engines, and the
proper care and maintenance to prevent
or overcome these problems. Mustang
Engine Div., 315 International Road, Gar-
land, Texas.

ART'S GARAGE

ARMORED BANK VAN

ART'S GARAGE

"THEY'RE NOT MY MEN."

Keep that satisfied sparkle in
your customers' smile—install
Manley
airchrome valves
and springs

Manley Valve Corporation, 15th St. & Fairmount Ave.,
Philadelphia 30, Pa. Supplier to leading original
equipment manufacturers. District Sales Representa-
tives: Hirsig-Brantley Co., Jacksonville; J. S. Connell
Co., Dallas.

HELPFUL BOOKLETS FREE!

285 "INSTALL RATHER THAN OVERHAUL"—A booklet designed to show dealers, independent repair shops and installing shops the many benefits resulting from the installation of rebuilt engines. Write Muskegon Piston Ring Co., Muskegon, Mich.

289 CREME HAND CLEANER—8-page booklet contains illustrated information on how you can save 75% on clean-up costs and safeguard employees

against dermatitis and other painful skin irritations. Includes listing of other cleaning preparations, money-saving dispensers, and convenient brackets. Gojer, Inc., Box 991, Akron, Ohio.

292 A 12-PAGE FOLDER—Covering the remarkable flexibility of Plastik J-10. Makes use of both cartoons and actual photos to show the flexible properties of J-10. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.

293 MUFFLER INSTALLATION GUIDE—New 1959 Muffler Installation Guide includes photos and easy-to-read instructions for removing and replacing mufflers. Special suggestions and short cuts are given for particular car makes and models to provide a thorough guide for all types of installations. Walker Mfg. Co. of Wisconsin, Racine, Wis.

294 WIRE AND CABLE—Catalog No. 3, a new 24-page book covering a complete line of automotive electrical

wire and cable products for automobile, marine and mobile home requirements is available upon request from Del City Wire Co., Inc., P. O. Box 2464, Oklahoma City, Okla.

297 SCREWDRIVER CATALOG NO. SD 56—Colorful catalog showing over 400 different sizes and styles of hand tools. Screwdrivers, Nut Drivers, Pliers and Wood Chisels, are presented in clear pictures and tables, showing complete dimensions. Merchandising Displays, helpful Screw Charts and standardization tables are also shown. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

299 SELLING RING JOBS—8-page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.

303 WHY RECONDITION RODS?—A new 24-page pocket size booklet that fully illustrates and describes how and why connecting rods should be reconditioned to insure trouble-free bearing insert performance. It also provides interesting and informative historical facts on the progress of Con-Rod bearing development. Sunnen Products Co., 7910 Manchester Ave., St. Louis 17, Mo.

TUBELESS TIRE REPAIR PLUGS
308—Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.

310 MUFFLER ITEMS—15-page catalog includes the complete line of Zippy clamps, hangers, repair pipes, parts, and specialty items. Muffler Products Corp., P. O. Box 492, Houston, Texas.

311 TUNE UP SPECS—8-page booklet containing latest 1959 ignition tune up specifications for trucks, small engines and tractors is being offered free by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

312 BIG BOY TRAILER ACCESSORIES—New condensed catalog features Big Boy Safe-A-Way Retractable Hitch. Illustrates and describes full line of frame hitches, bumper hitches, couplers, Coupler balls, winches, transom locks, safety chain, and Big Boy Air Pumps. Big Boy Products Div., The Dalton Foundries, Inc., Warsaw, Ind.

318 NEW BATTERY SERVICING EQUIPMENT CATALOG—This catalog designated Bulletin A-59 illustrates the "New Look" which is featured in the Christie fast battery chargers. Also described is a complete new line of "Handie Chargers" for home, farm, marine, and industrial users. Christie Electric Corp., 3410 W. 67th St., Los Angeles 43, Calif.

319 BRAKE AND SHOCK CATALOG—20-page catalog and price list of Girling brakes and shock absorbers for imported cars. Covers popular models from 1948-1959. Includes brake and clutch supply tanks, lined brake shoes, brake parts service kits, disc brakes and shock absorbers. Lucas Electrical Services, Inc., 501 W. 42nd St., New York 36, N. Y.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT—Features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 35, Texas.

321 TRI-CON HOSE NOZZLE—Descriptive literature and price list on famous Tri-Con Hose Nozzle. Product has been used by industry, car wash, and home owners for over a quarter of a century. Molded Specialties, Inc., 19801 St. Clair Ave., Cleveland 19, Ohio.

322 SKY-RIDE SHOCK ABSORBER MANUAL—12 pages covering market potential, trouble shooting, engineering, installation, specifications, procedures and merchandising plans of the Thompson Sky-Ride Shock Absorber. Sales Order Dept., Thompson Products Replacement Div., Thompson Ramo Wooldridge, Inc., 6402 Cedar Ave., Cleveland 3, Ohio.

323 BRAKE LINING—A new 18-page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., Attn: Sales Prom-Mgr., New Castle, Ind.



2 tools in 1

"PUSH TURN" BRAKE SHOE RETAINING SPRING TOOL

simplifies removal-installation of retaining springs.

1. THE ONLY TOOL THAT WORKS ON LEAF OR "HAIRPIN" TYPE BRAKE SHOE RETAINING SPRINGS!

Here's an answer to boosting sagging profits—use this new Herbrand Brake Shoe Retaining Spring Tool to speed up brake jobs. This specially-designed tool—the No. 265—is the only tool that works on leaf or "hairpin" type brake shoe retaining springs, used on some Chevrolets, as well as on the coil type. On both types, operation is simple—a quick "push-turn" action does the job.

To further simplify the job, the Herbrand No. 265 has a special observation window, so you can actually see when the spring retainer is fully seated. No guessing. It's the right tool for these two jobs.

EASES REMOVAL-INSTALLATION OF COIL TYPE BRAKE SHOE SPRINGS

mechanic's net \$139

Herbrand Tools

HERBRAND DIVISION, THE BINGHAM-HERBRAND CORPORATION • FREMONT, OHIO





NEW PRODUCTS AND CATALOGS

900—Charger-Tester

In addition to testing batteries, the "Hartman RT100" charger-tester introduced by Associated Equipment Corp., 5170 San Francisco Ave., St. Louis 15, Mo., is said to be the only unit of its kind that accurately tests the entire battery-charging circuit—voltage regulators, starter motor draw, generator output, battery cables, top leakage on batteries, dimmer switches, horn buttons, etc.



The unit has a non-aging Duratron rectifier guaranteed for 2 years or 1,000 hours of charging time, whichever is longer. Its "Record-a-Charg" tamper-proof meter records charging time like a gas pump records gallonage. Safety clamps are solid copper, completely insulated with over a 400-ampere capacity. Cables store inside the cabinet.

Want more info? Use coupon on page 137 and you will get it!

901—Spark Plug Cable

An improved line of waterproof spark plug cable sets, announced by Walker Brothers, Conshohocken, Pa., is made of transparent plastic insulated cable with a molded waterproof boot.

Sets have been designed so that 8 sets will fit most cars on the road, the manufacturer said. Each set is said to offer excellent resistance to heat, cold, oil and corona and each includes solderless nipples and

molded waterproof guards for distributor connections.

Want more info? Use coupon on page 137 and you will get it!

902—Signal System

Signaling the instant a car enters the service bay area, "Hi-Tone" electric driveway signal, announced by Aro Equipment Corp., Bryan, O., uses only electricity when ringing and will not continue to ring if car wheels should stop on hose.

All parts and a control switch are enclosed by bell on a 6½" x 6" panel, which, according to the manufacturer, can be mounted wherever convenient and need not be level to operate. Unit works with up to 300' of hose, has an adjustable tone control and operates on regular 110-volt AC.

Want more info? Use coupon on page 137 and you will get it!



YOUR HANDS are your most valuable tools
keep them in good "working" condition



Have the women in your life been complaining because you come home with dirty, stained hands, because grease and oil are imbedded under your fingernails? Start using DL HANDI-CLEANER! Nothing cleans hands as clean as DL! DL dissolves and lifts out, grease, grime, oil and dirt on c-o-n-t-a-c-t, removes tenacious stains other hand cleaners can't touch! DL contains LANOLIN to leave hands soft!

DL is equally effective used with or without water!

For samples call your jobber or write us
Dept. SAJ-3-14

DL PRODUCTS, INC. Buffalo 4, N. Y.

903—Tire Repair Kit

By use of a set of 3 simple hand tools and a lubricant, introduced by Gross Mfg. Co., 1711 S. California Ave., Monrovia, Calif., a headed plug reportedly can be inserted in a tubeless tire in 60 seconds—from outside in.

One size cap seal plug reportedly will handle nail hole injuries up to 1/4" in both passenger and truck tires. The tools, a probe, guide and plunger, included in the kit, have unbreakable plastic handles. Plugs are made of tough tire rubber and are said to seal nail holes against the escape of air and entry of moisture by compression of the plug.

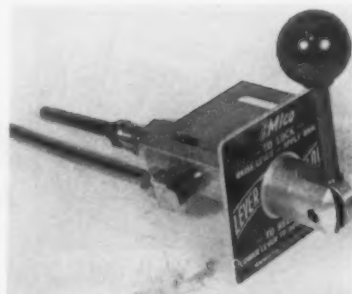
Vulcanizing lubricant provided will vulcanize around the plug from road heat, it was claimed.

Want more info? Use coupon on page 137 and you will get it!

904—Parking Brake

"Mico Lever Lock," a hydraulic parking brake, introduced by Minnesota Automotive, Inc., 1101 North Front, Mankato, Minn., is said to assure positive recommended braking pressure to hold vehicle while parked.

Simple to install, device works on all automotive, truck or bus hydraulic systems, it was claimed, regardless of make, model, year or capacity.



Manually operated, it does not interfere with normal brake operations. To set, operator raises lever and steps on the foot pedal. All necessary fittings are packaged with unit and simple operating instructions are etched into mounting panel.

Want more info? Use coupon on page 137 and you will get it!

905—Overload Truck Spring

Overload air spring for 1960 Chevrolet and GMC 1/2- and 3/4-ton trucks, announced by Air Lift Co., 2330 W. Main St., Lansing, Mich., consists of extra-heavy-duty butyl cylinders which slip inside rear coil springs.

Units operate on air pressure to lift the bed of capacity-loaded truck as much as 6" to relieve springs of weight, absorb shock of bumps and virtually eliminate vibration, according to the company. They come equipped with air hoses which extend from the coil springs to the sides or rear of truck, permitting maximum convenience in inflating or deflating air cylinders.

Want more info? Use coupon on page 137 and you will get it!

906—Bumper Jack

To prevent bumpers from kinking or bending when raising car by the bumper, a "De Luxe" bumper service jack, announced by Branick Mfg. Co., Inc., Box 1937, Fargo, N. D., features a rubber pad 5" x 8" x 1" thick to give support as it wraps itself around the portion of the car being held.

"De Luxe" also has a wide-angle handle for better jack positioning, swivel spring-loaded casters, 25" lift, chrome-plated piston rod, oil reservoir above the piston and is made of strong welded steel. It raises 3,000 lbs. on 125 lbs. of air line pressure, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

907—Starting Fluid

Starting fluid designed to provide fast and economical starts for all diesel and gasoline engines, announced by Silco, Inc., 9 East 45th St., New York City, is said to be especially useful at temperatures down to 60° below zero.

Product contains lubricants for upper-cylinder protection as well as corrosion inhibitors. It conforms to all ICC regulations and can be safely stored up to 130° F., the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

SV

PRESENTS A NEW Model D-11A-Dynomaster ENGINE RUN-IN AND TEST STAND

Ask the Man Who Operates One

Exclusive Features Available Only in Storm-Vulcan Model D-11A Dynomaster: Variable speed range from 350 RPM to 750 RPM; Equipped with Morse Twin Disc Clutch; All engines drive from fly-wheel flange; Unique drive design permits quick, accurate coupling; Increase profits by eliminating "costly comebacks."

Write for Free Literature on all S-V Equipment
Storm-Vulcan, Inc.

WHERE EQUIPMENT IS DESIGNED WITH THE OPERATOR IN MIND
2225 Burbank Street • Fleetwood 1-3735 • Dallas 35, Texas



... promoting "FULL TEAM" participation in Automotive After-Market SALES and SERVICE.

MARCH
24, 25, 26, 27,
1960

DALLAS, TEXAS

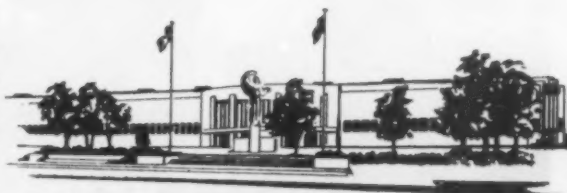
* attend the 15th Southwest AUTOMOTIVE SHOW

The Southwest Automotive Show fills a basic need in merchandising automotive products from manufacturer through jobber to dealer-service organizations. It affords the special opportunity for "full team participation" whereby all segments of the industry join in educating sales and service personnel in effective applications of new and improved products and equipment.

Attend and participate in the 1960 Show... strengthen your position of leadership and broaden your opportunities for increased profits. You will see a most comprehensive array of automotive products... learn new sales and service methods... gain valuable industry know-how.

Entrance tickets are available from sponsoring jobbers. All Automotive Service Trade personnel are invited. Correspondence should be addressed to:

A. L. (Artie) Barnett, Secretary-Manager
SOUTHWEST AUTOMOTIVE SHOW, INC.
2023 LUCAS DR., DALLAS 19, TEXAS



Automobile Building—State Fair Park—Dallas, Texas

* **SPONSORING JOBBERS • EXHIBITING MANUFACTURERS • SALESMEN • FACTORY REPRESENTATIVES**

All hours of the Show are open to sponsors, exhibitors and their personnel.

* **GARAGEMEN • FLEET OPERATORS • SERVICE MANAGERS • STATION OWNERS • AUTO MECHANICS**

Trade guests are invited during the following hours:

Friday, March 25 — 1 P.M. to 9 P.M.
Saturday, March 26 — 10 A.M. to 9 P.M.
Sunday, March 27 — 10 A.M. to 5 P.M.

908—Plastic Filler

Available in quarts and gallons, "Black Solder" plastic filler, introduced by Marson Corp., Revere 51, Mass., is used with a cream hardener that is said to eliminate odor and skin irritation, producing no acid effects or injurious fumes.

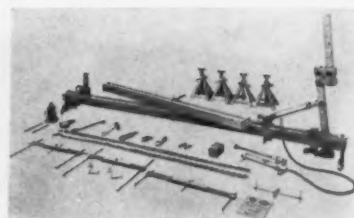
Rapid hardening action without pinholes is claimed for the product because of the low-heat characteristics of the hardener when used as a catalyst or hardening agent. Flexibility and hardening time can be controlled by varying the amount of hardener used. "Black Solder," while offering flexibility and adhesion,

reportedly will not shrink, crack or corrode and gives with the metal when subjected to impact.

Want more info? Use coupon on page 137 and you will get it!

909—Body, Frame Aligner

Designed for use on all cars, including those with unitized body construction, sports cars and imports, Group "1679" body and frame aligner, announced by John Bean Division of Food Machinery and Chemical Corp., Box 840, Lansing 4, Mich., reportedly will push or pull, squeeze or spread—underneath or outside the car.



Featuring tubular beam construction with strong, lightweight tools positively secured with pins, unit includes a "Model 1621" frame and body straightener plus a twist beam and hanger. Also included is a 10-ton, 10" travel "Porto-Power" jack, 12-ton hydraulic hand jack, 4 five-ton capacity support stands, "Model 1010" gauge set, "Model 1012" diamond gauge, and a comprehensive operator's manual. Holding and power tools will operate at any point on the beam and will adjust upward 57", it was claimed.

Want more info? Use coupon on page 137 and you will get it!

910—Radiator Cap

Designed to eliminate the scald hazard, "SaFE-T-CaP," introduced by Truckstell Mfg. Co. 3490 West 140th St., Cleveland 11, O., is a radiator cap with pushbutton and vents to relieve pressure of cooling system.



To remove the cap, push the green button so that pressure vents out the radiator overflow. Cap can then be safely removed, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

911—Jack

"Pit 'n' Hoist" jack, a portable tool that can be used in a grease pit or under the grease rack, announced by Branick Mfg. Co., Inc., 2600 3rd Ave. North, Fargo, N. D., reportedly will raise a portion of a car easily and safely in removing and installing parts where it is essential that the weight of the car be removed.

Jack has a capacity of 1,500 lbs. lift at 100 lbs. air line pressure, it was claimed. Light-weight and convenient handle reportedly permits jack to be quickly moved from one end of car or job to another. Minimum height with sleeve retracted is 58" and maximum height with sleeve extended is 74". Over-all height with 12" stroke is 86".

Want more info? Use coupon on page 137 and you will get it! (More New Products on page 152)



**Fills batteries in half-the-time
Absolutely no spill, no overflow**

Save precious seconds when you are the busiest... on the gas island. Safe-T-Serv pays for itself over and over again. It takes just 1/2-the-time of syringes, hoses, hard-to-pour bottles, etc.

And Safe-T-Serv cannot overfill cells—the new patented valve automatically opens to allow flow of water, automatically closes when battery is correctly filled (closes completely, keeping out all dirt and foreign matter—won't spill if bottle knocked over). Safe-T-Serv holds over 2 quarts, is easily refilled, cannot damage battery plates, made of unbreakable polyethylene in velvet black.

Battery manufacturers and station operators alike acclaim Safe-T-Serv as the first practical change in battery filling in over 20 years—order yours today.



ALSO IDEAL FOR DRY CHARGE BATTERIES. No dangerous overfilling or spilling of battery acids.

Mfd. by Topper Manufacturing Corp



National Sales Representatives: 3453 Cahuenga Blvd., Los Angeles 28; 56 W. Maple, Chicago, Ill.; 12 Depot Square, Englewood, N.J.

\$5.95

SEE YOUR AUTOMOTIVE JOBBER FOR THE DISTRIBUTION



New foreign car service **FROM JOHNSON BRONZE** *a complete line of Johnson Bearings & Weston Oil Seals*

Now for the first time, Johnson Bronze Company offers a complete line of Johnson long life **ENGINE BEARINGS AND WESTON OIL SEALS** for Foreign Cars—from Austin to Volvo.

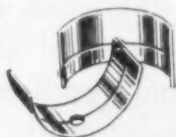
They are available from any one of Johnson's 20 sales-warehouses throughout the nation, ready for fast delivery to you. Don't pass up this opportunity to put performance-proved **JOHNSON FOREIGN CAR ENGINE BEARINGS** and

WESTON OIL SEALS to work for your customers.

The new Johnson catalog CB-59-B gives at your fingertips, complete size, undersize and interchange information for **Connecting Rod Bearings, Main Bearings, Camshaft Bearings, Thrust Washers and WESTON OIL SEALS**. It gives manufacturers' numbers and applications in specific imported cars. Write now for catalog. Johnson Bronze, 675 South Mill Street, New Castle, Pa.

"Used as original equipment for over 40 years"

**JOHNSON
Bearings**



Main Bearings • Cam Shaft Bearings • Transmission Bushings • Con-rod Bearings
 Piston Pin Bushings • Starter, Generator, Distributor Bushings

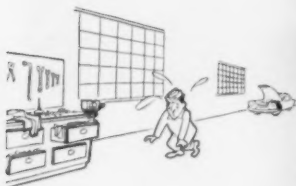
New G-E TOOL-MATE fits on handy... saves steps... saves



1. TIRED OF BALANCING TOOLS ON FENDERS OR FILTER?



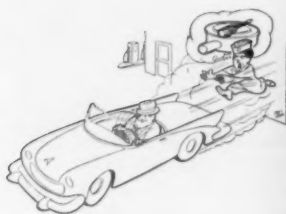
G-E TOOL-MATE slips onto radiator cap, keeps tools within easy reach.



2. WEAR YOURSELF OUT RUNNING BACK AND FORTH FOR TOOLS?



G-E TOOL-MATE keeps tools "on-the-job", saves time, steps and tempers.



3. TIED-OFF WHEN A CUSTOMER DRIVES OFF WITH A PET TOOL?



G-E TOOL-MATE keeps tools together, has trough for small parts, too.



4. SICK OF TOOLS TEARING YOUR POCKETS?



G-E TOOL-MATE holds everything you need; tools won't tumble out.

From now on, when you're working under the hood, you can keep your tools within easy reach—without blocking normal work areas, without cluttering up the place with tools. It's the long-needed G-E TOOL-MATE, created by General Electric! The G-E TOOL-MATE is 2" deep, 6" wide and 16" long—plenty big enough to hold all the tools you normally need for under-hood jobs. You'll cut down trips to the workbench; you'll keep tools out of your pockets, off the fenders and filters... and your customers won't be driving off with tools you might otherwise have left under the hood.

And, the G-E TOOL-MATE has a trough running the full length that's perfect for holding nuts, bolts and cotter pins that are frequently misplaced.

Rugged 26-gauge all-steel construction with baked-on enamel finish



*The G-E TOOL-MATE is **FREE** when you buy 24 (2 cases) of G-E Sealed Beam Headlamps at your regular cost!

radiator caps... keeps tools time... cuts tool losses!

... and it's FREE*



G-E HEADLAMPS ARE ADVERTISED IN



IN APRIL AND MAY

HERE'S ALL YOU DO TO GET YOUR FREE G-E TOOL-MATE: Just buy 24 General Electric Headlamps (2 cases)—at your regular cost. Choose from any of these five G-E types: 6006—6012—6013—4001—4002. You pay only for the lamps. You don't have to buy the G-E TOOLMATE out of profits—you don't overstock yourself. It's free! Contact your General Electric supplier now. General Electric Co., Miniature Lamp Dept. M-06, Nela Park, Cleveland 12, Ohio.

SELL G-E SUBURBAN HEADLAMPS IN PAIRS. Give customers, those with 2-headlamp cars, approximately the same lighting as those with new 4-headlamp cars. Remember... only G-E SUBURBAN Headlamps have the low beam filaments *on focus* to provide the "spotlight" effect that puts more light down the right side of the road... to help motorists see better in spite of on coming cars' lights. If you have a 2-headlamp car, try a pair yourself and see the tremendous difference.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

BE A BEAUTY JUDGE! WIN BIG PRIZES!

ENTER THE

"Miss Autolite" Spark

Elect one of these 12 beauties selected by Dave Garroway
and the cast of the NBC-TV TODAY Show



JANA DAIL



KATHY BONN



BONNIE CARLSON



GE GE GALLIGAN



SUZY SMITH



JUDY LAWNE



ANN NEWMAN



RITA MUELLER



PEGGY JACOBSEN



PAT McCLOSKEY



NANCY GIORGINI



DODIE MARSHALL

Another "GO" Promotion from



AUTOLITE

Now... Autolite sponsors the election news with Dave Garroway on NBC-TV TODAY Show—and "News on the Hour," NBC Radio.

Plug Sweepstakes!

\$150,000 WORTH OF PRIZES!

4

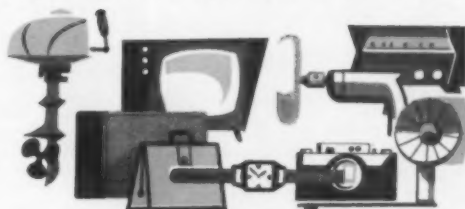
1st PRIZES

your choice of compact cars
Rambler, Valiant, Lark or Falcon



OVER 1,000 OTHER PRIZES

including outboard motors • color TV
power tools • transistorized radios
luggage • watches and cameras



Here's all you do. Join Dave Garroway and the cast of the NBC-TV TODAY Show in the selection of "Miss Autolite" . . . they've selected the 12 beauties on these pages . . . now you select the *one* who will win the "Miss Autolite" title.

Contest is open to all dealers selling or servicing cars, trucks, tractors, marine engines, or farm or industrial equipment.

How dealers win prizes. To be eligible to win prizes your completed entry form must bear a validating stamp supplied by your wholesaler salesman with the purchase of 50 or more Autolite Spark Plugs. You can vote as often as you like, but only votes with validating stamps can win prizes. Ask your wholesaler salesman for complete details. Contest closes June 30, 1960.

So—join the fun. Try your hand as a beauty judge! Take a good look at the beauties on the other page. Then fill in the coupon, and mail it today. All entries for the winning "Miss Autolite" bearing validating stamps will be eligible for Sweepstakes prizes. Rating of reasons why a dealer should install Autolite Spark Plugs will be considered in determining final winners. Contest will be administered by an independent contest board and its decisions will be final.

FILL IN THIS COUPON . . .

VOTE TODAY!

"Miss Autolite" Spark Plug SWEEPSTAKES SAJ-30
P. O. Box 7020
St. Louis 77, Missouri

Validating
Stamp
Here

I vote for _____ as "Miss Autolite."
(name)

My rating of reasons why I should install Autolite Spark Plugs is as follows:

- ☐ universal application ☐ Ignition Engineering
☐ customer satisfaction ☐ Power Tip
☐ world-famous performance

(Use numbers 1, 2, 3, 4, 5 to designate order of importance)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

WHOLESALE _____

WHOLESALE SALESMAN _____

(Place in envelope and mail today!)

POWER TIP SPARK PLUGS

THE ELECTRIC AUTOLITE COMPANY, TOLEDO 1, OHIO



Tool Tips for the Mechanic

Rambler Alignment Adjustments

That hard-to-reach lock nut on Rambler's camber and caster adjustment is easy to turn with the V-5228 SNAP-ON® Angle-Head Open End. It's listed on page 48 of Catalog W.

Pulling Powerglide Transmission Seals

Use the SNAP-ON CJ-66-23A Grease Seal Puller to pull the front pump seal of Powerglide transmissions. See page 99 of SNAP-ON Catalog W.

NEW TOOL



Snap-on MT-345A **Ignition Controller**

This handy tool will save you time and work because you'll have complete control of ignition systems from under the hood. You'll save trips to the starter and eliminate the need for a second man. With the MT-345A you can start and stop the engine from outside the car without keys; turn over engine without starting, if desired; check for broken circuits; bypass switches; many other uses. Unit is designed for both 6- and 12-volt operation. Your SNAP-ON man can tell you more and show you its timesaving convenience. Ask him.

Torquing Triumph Head Bolts

The M-4380 Cylinder Head Wrench listed on page 69 of Catalog W makes an ideal torque adaptor for torquing head bolts on the TR-3 Triumph sports car.

Foreign Car Light Switches and Dash Controls

The S-9540A SNAP-ON Windshield Wiper Socket for 1955-58 Chevy and Pontiac also fits the Lucas light switches on foreign cars. See page 67 of Catalog W. If you're working on Austins or MGs, try the S-9466A socket for the bezel nuts.

Get your copy of SNAP-ON Catalog W. Ask your SNAP-ON man or write direct. Watch for further Tool Tips.

SNAP-ON TOOLS CORPORATION
8050-C 28th Avenue • Kenosha, Wisconsin

New Products

(Continued from page 146)

912—Oil Seal Cabinets

The repair man can select oil seals quickly and with certainty from a service-stock cabinet-package announced by Albert Trostel Packings, Ltd., 1384 Grandview Ave., Columbus 12, O.

The correct tool for the job is also pointed out and is quickly available



because it is housed in the cabinet. The shelf stock "inventories itself" in that each shelf "signals" the amount of stock used and on hand.

Want more info? Use coupon on page 137 and you will get it!

913—Valve Lifters

Lifters for almost every mechanical application have been added to its valve parts line by Toledo Steel Products, Division of Thompson Ramo Wooldridge, Inc., 6902 Cedar Ave., Cleveland 3, O.

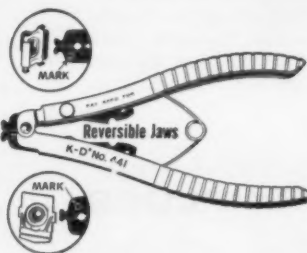
Materials in the lifters are said to be matched to camshaft materials for perfect compatibility. All are hardness-tested to assure maximum service life, the manufacturer said. Adjustable lifters replace non-adjustable original-equipment Ford lifters. Packaged with each set of 8 Ford lifters—or available separately—is a new type of wrench for holding these lifters while lash settings are made.

Want more info? Use coupon on page 137 and you will get it!

914—Molding Clip Tool

Featuring reversible tempered steel jaws of improved design, "No. 441" universal molding lip tool, announced by K-D Tools, Lancaster, Pa., reportedly has a wide range of applications in body work. Jaws are identified (as shown) for the type of clip intended.

Other tools announced by the company include the "No. 190" oil filter



wrench, designed to work in close quarters, which removes disposable oil filters from all late-model cars and trucks, and the "No. 410" radiator cap with complete safety, no matter how tight the seal.

Want more info? Use coupon on page 137 and you will get it!

915—Taper Replacements

A complete line of taper replacements for front wheel bearings in all General Motors cars has been introduced by American Ball Bearing Corp., 70 Flushing Ave., Brooklyn 5, N. Y.

The taper ball will outlast the ball bearing at least 5 to 1, it was said.

Want more info? Use coupon on page 137 and you will get it!

Now...

You Get 2

FROM FILLERite

Fillerite . . . the automotive industry's leading plastic body filler now offers you a choice of hardening agents . . .

Cure-It 4-20 Powder — the choice of repairmen who mix to different consistencies for different jobs.

Cure-It 6-18 Creme Hardener — all new — for Fillerite users who prefer the quick, smooth mixing qualities of a cream.

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sure helps me give my
customers better service."*



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3. Genuine Chevrolet parts are built of the same quality materials and to the same rigid engineering specifications as the originals.
4. Your Chevrolet dealer has profit-building service aids to help you serve Chevrolet owners.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN

MAKE YOUR CHEVROLET DEALER YOUR PARTNER IN SERVICE

... HE IS READY, WILLING AND ABLE TO SERVE YOU!

CHEVROLET

916—Electric Polisher

"Model 196" 2-speed electric polisher with reversing action, announced by SKIL Corp., 5033 Elston Ave., Chicago 30, Ill., is said to be excellent for use on every type of car finish, including acrylic.

Low speed on the 7" polisher is recommended for rubbing and cleaning jobs, removing orange peel and for polishing in difficult and confined areas, and is also said to work better with heavy-duty polishes on badly oxidized finishes. High speed is recommended for finish polishing and for featheredge disc sanding with proper pad. Advantages claimed for reversing feature are: it eliminates

"swirl marks," extends bonnet life by fluffing nap and cleaning bonnet, facilitates polishing window trim, reverse body contours, etc., gives high gloss to badly oxidized cars without need of a second, separate cleaning and provides better, faster blending of finishes after painting jobs. Its 2-direction action plus high speed reportedly make it ideal for polishing acrylic finishes.

Want more info? Use coupon on page 137 and you will get it!

917—Tire Repair Unit

"Dillmobile," a complete, mobile tire and tube repair shop, announced by The Dill Mfg. Co., 700 East 82nd



St., Cleveland 3, O., holds all the tools, equipment and supplies needed to perform safe and sure electrically vulcanized repairs.

Unit is of all-steel enameled construction and may be used inside or outside, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

918—Cold Parts Cleaner

A cold parts cleaner for use in automotive and other fields, announced by Permatex Co., Inc., 300 Broadway, Huntington Sta., New York, N. Y., is available in 1½-gallon and 6-gallon containers.

Product reportedly will dissolve and wash away the toughest foreign coating from metal surfaces without harming or discoloring the metal. Supplied with a steel basket with handles, legs and perforated bottom for use in immersing parts, cleaner uses a highly concentrated blend of solvents under a water seal which prevents evaporation and acts as a rinsing agent, according to the company.

Want more info? Use coupon on page 137 and you will get it!

919—Air Conditioner

A "turbo-jet-stream-air" concept introduced in the 1960 model "Frigiking 60-UD" underdash air conditioner, announced by Frigikar Corp., 10858 Harry Hines Blvd., Dallas, Texas, utilizes turbine-type blades arranged to force air over the entire cooling coil for 100% use of cooling capacity, the manufacturer said, while providing quieter operation.

The air conditioner is said to be capable of changing air in the average car 2 times a minute. Its front panel, restyled to harmonize with 1960 automobile design lines, incorporates 4 rotatable louvers placed in each end-panel to direct cool air on feet and legs, if desired. Pushbutton "MagneTouch" no-draft temperature control reportedly permits selection of temperature and air speed to suit occupants' comfort. Other units are available for 200 different makes and models of American cars from 1952 to 1960, inclusive, and for some foreign cars.

Want more info? Use coupon on page 137 and you will get it!

PARKOMAT CARDITIONER

Provides...

TOTAL CAR COOLING

DUAL BLOWER
MODEL

TWIN FAN
MODEL

NOW A CHOICE OF DUAL BLOWER OR TWIN FAN MODELS

PLUS

- Automatic and Manual Controls
- Personal Thermostat Control
- 8 360° adjustable louvers for total car cooling
- New "Pre-Cool" Feature

Never before has so many features been built into an auto air conditioner to give complete car cooling in any temperature. A special "Pre-Cool" feature allows faster temperature pull-down than previously possible. Manual and automatic cooling controls plus 8 adjustable louvers allow total car cooling under any climatical conditions. The gold trimmed chrome steel front is truly beautiful and blends with any interior. PARKOMAT for '60 is the finest.

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- The finest tools specially designed for servicing mufflers and pipes.
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SOUTHWEST AUTOMOTIVE SHOW OR

Write for our new illustrated Catalog

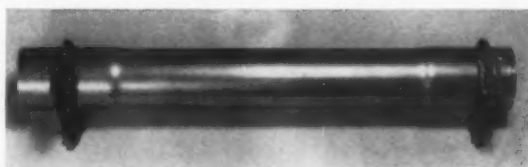
MUFFLER

PRODUCTS CORPORATION

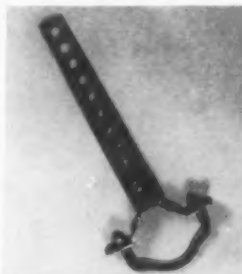
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Full Line of Special Adaptor
Pipes-Slip Joints and Repair Kits



UNIVERSAL CLAMP



UNIVERSAL HANGER



ORIGINAL HANGER



ORIGINAL CLAMP

920—Wheel Balancer

"Model 3200" wheel balancer, introduced by Bee Line Co., P. O. Box 569, Davenport, Iowa, reportedly emphasizes both ease of operation and precision of balance.

Both static and dynamic balance are said to be accurate to less than the weight of a single wheel clip. The balancer quickly indicates the exact weight size and exact weight location, it was claimed. It covers a range of speeds to over 100mph and will balance passenger-car hubs, drums and wheels. Wheels may be balanced with or without hubs.

Want more info? Use coupon on page 137 and you will get it!

921—Cartridge Line

An expansion of its replacement filter cartridge line for imported cars, announced by Fram Corp., Rumford Post Office, Providence 16, R. I., adds 15 filter cartridges, bringing its total of replacement cartridges for imported cars to 42.

Imports now covered by the cartridges include Alfa-Romeo, Allard, Armstrong-Siddley, Aston Martin, Austin, Austin-Healy, Borgward, Commer, Daimler, Fiat, British and French Fords, Healey, Hillman, Humber, Jaguar, Carrier, Lancia, Mercedes-Benz, Metropolitan, MG, Morgan, Morris, Opel, Peugeot, Porsche, Renault, Riley, Rover, Salm-

son, Simca, Singer, Standard, Sunbeam-Talbot, Triumph, Vauxhall, Volkswagen, Volvo and Woeseley. Want more info? Use coupon on page 137 and you will get it!

922—Brake Fluid

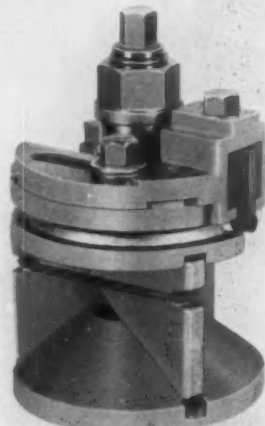
Two types of heavy-duty brake fluid—"N-73," extra heavy-duty, and "N-70," heavy-duty—have been announced by C. E. Niehoff & Co., 4925 Lawrence Ave., Chicago 30, Ill.

"N-73" reportedly exceeds SAE specifications 70R1 and 70R3, conforms to federal specifications and is for use in passenger cars, trucks, buses, etc. "N-70" is said to exceed SAE specification 70R1. It remains uniform at extreme heat and cold ranges, it was claimed, is non-corrosive and mixes well with all recommended fluids. Both grades are available in 12-oz. cans, pints, quarts, gallons, 5-, 30- and 55-gallon barrels.

Want more info? Use coupon on page 137 and you will get it!

923—Ridge Reamer

"SR-16" scraper-type ridge reamer, announced by Lisle Corp., Clarinda, Iowa, reportedly will work in all types of conventional, slant-block and short-stroke engines with cylinders from 3" to 5" in diameter.



Operating with a lathe action, the cutter is carbide-tipped and spring-mounted to give quick, clean cutting action which removes the ridge in one operation, according to the company.

Want more info? Use coupon on page 137 and you will get it!

924—Lamp Guide

A lamp replacement specifications manual which indicates the types of automotive light bulbs used in each of the various makes of automobiles from 1946 through 1960, published by Lamp Division of Westinghouse Electric Corp., Bloomfield, N. J., also lists the various types of bulbs used in trucks, buses and foreign cars. A handy thumb index system permits easy location of bulb specifications for a particular model. Also included is a table of possible substitutes for original bulbs.

Want more info? Use coupon on page 137 and you will get it!

**AS EASY AS
TIC-TAC-TOE**

WYNN'S FRICTION PROOFING
Means EXTRA PROFITS!

It's this easy to make extra money: recommend to your customers that you add a can of Wynn's Friction Proofing for Engine to their crankcase and a can of Wynn's Friction Proofing for Upper Cylinder to their gas tank. There's a good profit in every can of Wynn's you sell...and because Wynn's Friction Proofing will make their cars run smoother, quieter and more economically, you'll have performed a *real service*—and this is the kind of service that builds repeat business.

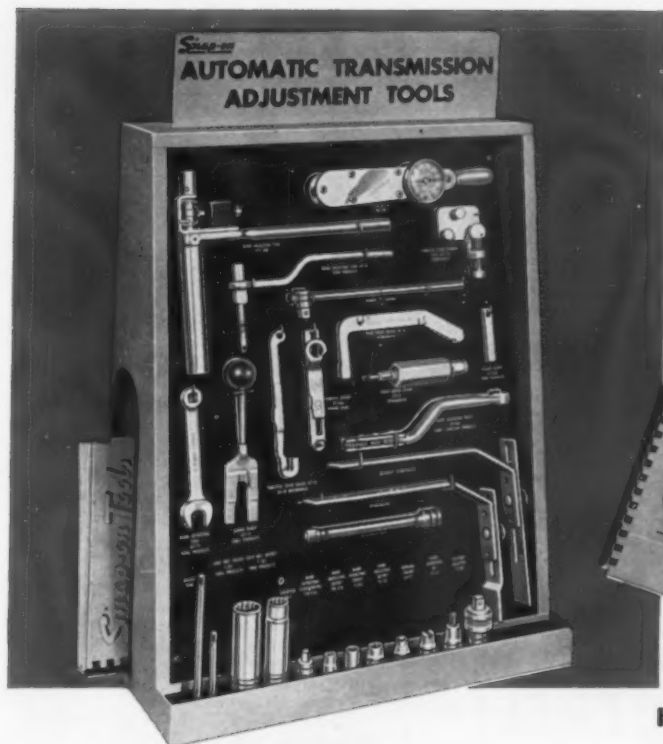
SEE YOUR WYNN'SMAN. The next time your Wynn'sman calls on you ask him to demonstrate Wynn's benefits. It's sure to convince you that these *profit-packed products* are the finest in their field.



THE *Proof* IS IN THE *Performance!*

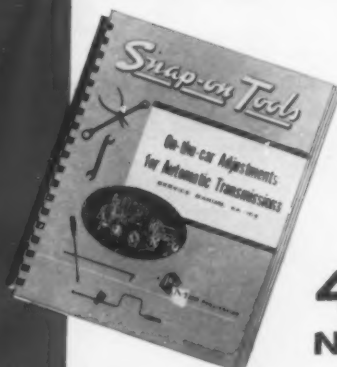
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AUTOMATIC TRANSMISSION TOOL SET 2029-AT-5

Handles band and linkage adjustments on HydraMatic, Dynaflo, Powerglide, Fordomatic, Cruise-O-Matic, Merc-O-Matic, Edsel, Flightomatic, PowerFlite, TorqueFlite and Turbodriven transmissions. *Snap-on* booklet with close-up photographs and easy, step-by-step instructions make these jobs extra simple.



**4 out of 5
NEW CARS**



have automatic transmissions

PROFIT **BIG** WITH THESE *Snap-on* AUTOMATIC TRANSMISSION TOOLS

In the past few years, automatic transmission servicing has grown by leaps and bounds. And the work is so easy with a *Snap-on* automatic transmission tool set. You can handle all the simple, routine servicing, which accounts for 75 percent of automatic transmission work.

A Solid Money-Maker

One operator handled 29 automatic transmission jobs in the first two months with his new *Snap-on* equipment. These jobs brought in \$410, plus an

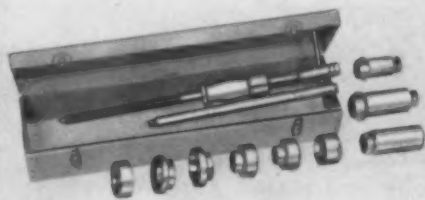
extra \$180 in other repair work he spotted while servicing the transmissions. And this case is just one of hundreds.

Yours on easy payments

Get in now and reap the profits. You can own these *Snap-on* automatic transmission tools for a little down and a little each week—pay for them out of profits. Ask your *Snap-on* man for full details the next time he calls at your shop.



OIL PRESSURE GAUGE SET AT-67-MB. Used in prechecks to localize trouble area, eliminate waste time.



OIL SEAL DRIVE SET A-1413-B. Helps you correct automatic transmission fluid leakage. Includes slide shaft, slide hammer and various oil seal drivers and pullers.



TACHOMETER MT-415A. Tach scale checks engine rpm. Used in pre-check and during adjustments.

SERVICE-BACKED SHOP EQUIPMENT
SNAP-ON TOOLS

8052-C 28th AVENUE

KENOSHA, WISCONSIN

925—Mufflers

A straight-through design on its 1960 line of mufflers, announced by Grand Automotive Products, 2055 N. Ruby St., Melrose Park, Ill., is said to give free-flowing discharge of exhaust gases, minimize back pressure and to blend sound wave frequencies into a smooth, pleasant acceptable sound level.

Extra-heavy gauge steel outer case is finished in rust-resistant baked enamel. Mechanically bonded fiberglass insulation reportedly will not burn out or blow out. Louvered inner cores afford self-cleaning, non-clogging efficiency, it was claimed, while triple-locked end cap construction and pre-

cision-fitted end connectors afford leak-proof, blowout-proof protection and easy, tight installations.

Want more info? Use coupon on page 137 and you will get it!

926—Floor Jacks

A redesigned line of 4-wheeled floor jacks, announced by Blackhawk Automotive Division, 5325 W. Rogers St., Milwaukee 46, Wis., includes a 1½-ton jack for curb and service truck work, a 2-ton model for car lifting in dealer shops and repair garages and a 4-ton model for cars and light trucks.

In each size lift height has been added, rear swivel casters widened,



track design deepened and widened to prevent tipping and swivel saddle enlarged. All controls have been incorporated into the handle and an added safety overload valve reportedly eliminates bent handles.

Want more info? Use coupon on page 137 and you will get it!

927—Tailpipe Kits

Tailpipe repair kits designed to replace rusted or broken tailpipes easily, quickly and economically, announced by Grand Automotive Products, Melrose Park, Ill., consist of heavy-gauge, all-steel tubing, slotted and flared at one end, and a heavy-duty muffler clamp.

Packed 6 to a carton, kits are available in 5 tailpipe diameters: 1½", 1¾", 1¾", 1¾" and 2". Replacement is said to be simple, without the need for special tools or special equipment.

Want more info? Use coupon on page 137 and you will get it!

928—Fuel Pump Catalog

Its 3-color 1960 fuel pump catalog, published by Kem Mfg. Co., Inc., Fair Lawn, N. J., lists alphabetically and numerically the company's line of fuel pumps, repair kits, filters and parts for all makes of cars, trucks, marine and stationary engines. An additional feature is a handy cross-reference listing of interchangeable pump numbers designed to help prevent stock duplications. Catalog is available in Spanish as well as English.

Want more info? Use coupon on page 137 and you will get it!

929—ICC Safety Rules

A kit of instructions covering new ICC safety regulations governing truck lights, signals, reflectors and flares, announced by Arrow Safety Device Co., Georgetown, Del., contains the complete official revisions with illustrated charts showing the effect on all types of vehicles.

Included are fleet guides for compliance with the new regulations, charts for scheduling equipment changes and complete instructions, plus complete data to the driver concerning the required and prohibited use of lights, directional signals, and proper use of the 4-way emergency flashing required by the regulations. Complete procedures regarding the use of signals, flares, etc., during roadside disability are included.

Want more info? Use coupon on page 137 and you will get it! (More New Products on page 162)

"Buy 'em by the Carton"



Get These
Additional
Discs **FREE!**

"Official"®

POLISHING DISCS

Attention!

ALL DEALERS AND SHOPS

"Official" now makes available

THREE **FREE** polishing discs

to you with each carton

you buy. This is the time

to get in on this

"BIG THREE" Bonus Offer.



In Constant Use Internationally, ON MAJOR AUTOMOTIVE ASSEMBLY LINES, BY NEW AND USED CAR DEALERS, PAINTERS, POLISHERS AND REFINISHERS

Setting the pace in this fast-growing family of polishing discs, the "Official" All-Purpose Polishing Disc is a rugged champion, acclaimed for every polishing need. Engineered especially for today's conventional and acrylic lacquer finishes, it's made of 100% combed virgin wool permanently secured to a rugged duck backing. Sizes 7½" and 8¾" diameter, with ¾" and 1½" holes. Each disc is individually packaged in a moisture-proof, dust-proof polyethylene envelope.

... Available through Your Local Automotive Jobber

Manufactured Exclusively by

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NEW FROM WILCO... AND HOT!

***They're taking off...
because each has Wilco
quality built-in!***

Wilco's revolutionary NEW **wilclean HAND CLEANER**

Guaranteed to outperform **and out-sell**
any product on the market today.

- **Unaffected by extreme temperatures!**
- **Will not liquify when open package
is exposed to air!**
- **Cleans hands with and without water!**
 - **No ammonia — no abrasives!**
 - **Lanolin protection for hands!**



Wilco's **surefire**

STARTING FLUID (starts gasoline and diesel engines instantaneously... in temperatures to 65° below zero)

- **Autos** ● **Trucks**
- **Motor Boats**
- **Power Mowers**

... a market potential of over 64,000,000 users!



Wilco's **surefire**

RUST-KON-TROL

New formula! Absolutely prevents rust on

- **Tools** ● **Guns**
- **Outboard motors**
- **Machinery**
- **Equipment**
- **Lawn mowers**

... and hundreds of other implements, parts and surfaces!



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in the BIG service years ahead!

RING UP

MORE JOBS
PROFITS
CUSTOMERS

in the BIG
service years ahead



NEW BOOKLET HELPS YOU CASH IN!

Six big, fact-filled pages include three important points and many more:

**"BOOMING ENGINE REPAIR
BUSINESS AHEAD"**
Need for car engine overhauls
will increase at least 20 per cent
in 1960!"

**"RE-RINGING LEADS TO
RELATED SALES"**
For every \$1 worth of rings sold,
other engine parts sales amount-
ing to \$3 can be made!"

**"CAR-OWNERS DEMAND
HIGHER OPERATING
ECONOMY"**
Cars cost more... and owners
drive them more miles than
previously, making proper
servicing a must!

"RINGS WEARING OUT FASTER"
Higher horsepower engines, more
mileage, and fewer oil and oil
filter changes encourage engine
wear. 7 out of every 10 cars need
new piston rings **NOW!**"

**"BIG PROFITS AVAILABLE IN
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Service shops with ability to han-
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pendable parts and equipment
will cash in on the boom!"

Ask your Muskegon jobber for
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Increase customer satisfaction while you assure top engine performance with Muskegon "ENGINE-DATED" Piston Ring Sets.

"ENGINE-DATED" means simply the best combination of rings ever developed for a particular engine. You get added savings, too, to pass on to your customer, from the economies accomplished by Muskegon distribution of "ENGINE-DATED" sets. See how in "RING UP MORE JOBS." Get your free copy from your Muskegon jobber or write us today!



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 SPARTA, MICHIGAN
 ROTARY SEAL DIVISION
 SPARTA, MICHIGAN
 AND CHICAGO

New Products

(Continued from page 158)

930—Jack Line

A complete line of jacks, one-end lifts and car stands, announced by Aro Equipment Corp., Bryan, O., includes 6 models of hand jacks, 1½ through 20 tons, featuring hydraulic operation and a standard piston assembly in 1 size that fits all models.

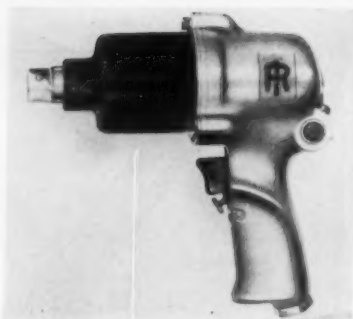
In floor jacks, 1½-, 2- and 4-ton models are available to provide safety and ease of handling for practically all models of cars, including

small imports and light trucks. An airtight power unit, said to lock out dirt, maintains top efficiency at all times, the manufacturer said. Seven models of bumper jacks in single-post, bipod and tripod styles feature mechanical or hydraulic operation and have capacities of from 1 to 1½ tons. Car stands are available in a full selection of tonnage capacities with maximum heights from 17½" to 30".

Want more info? Use coupon on page 137 and you will get it!

931—Power Tool

Featuring 25% more power while using 45% less air than the tool it



supersedes, "407 Air Impactool," announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y., is said also to be 4½ times faster, 3 3/16" shorter and 2½ lbs. lighter than the previous model and capable of handling numerous nut-running jobs on everything from passenger cars to medium trucks.

A "Select-Air" regulator gives mechanic fingertip adjustment of power from 60 to 350 ft. lbs. Equipped with a steel hammer case, tool reportedly is lightweight, compact and easy to handle. It is 7" long with a side-to-center distance of 1¾". Size of square drive is 5/8". Weight is 5½ lbs. Tool operates at a free speed of 6,100rpm, delivers 1,100 impacts per minute.

Want more info? Use coupon on page 137 and you will get it!

932—Tune-Up Set

Containing 8 open-end wrenches with opening ranges from 13/16" to 11/32", an ignition gauge set, plier, point file, aircraft-type screw starter and screwdriver, an ignition tune-up kit, introduced by Proto Tool Co., 2209 Santa Fe Ave., Los Angeles 58, Calif., comes in a roll-up or hang-up kit.

Each tool has its own compartment in the vinyl-treated fabric kit, which may be rolled for compact storing or hung close at hand by 2 grommets. Set weighs ½ lb. and is said to contain everything necessary for fast, professional distributor servicing.

Want more info? Use coupon on page 137 and you will get it!

933—Generator Tester

"Model GRT-125" generator tester, announced by Sun Electric Corp., 6331 N. Avondale Ave., Chicago 31, Ill., handles standard and heavy-duty components as well as 6- and 12-volt systems.

Unit is said to eliminate guesswork and supply faster, completely accurate information under actual operating conditions. Because of its facilities and voltage ranges, changing system components of cars, buses, trucks, marine, stationary and off-the-road equipment may be handled, it was claimed. All switches and controls are grouped for faster operation—one group for setup, the other for tests, the manufacturer said. One standard hookup is used for all popular generators and regulators. Once mounted, no lead changes are necessary to perform over 10 important basic tests.

Want more info? Use coupon on page 137 and you will get it!



These distinct combinations of quality products will meet all of your customers' requirements!

1. **Fused Fabric**
Fused-Met®
BRAKE LININGS { Premium — Tops
in quality — Designed
for power brakes
2. **Fused-Met®**
R-88
BRAKE LINING { Proven performance
High quality
Long wear
3. **PATENTED**
Fused Fabric
CLUTCH FACINGS { The leading
clutch facing
in the industry

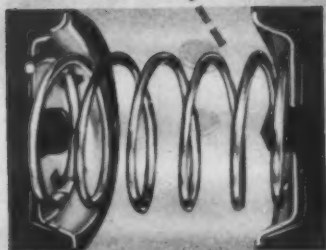
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Friction Material Specialists

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MIDDLETOWN, CONN., U. S. A.

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"E" Series HRC*
Wheel Cylinder Cups
with Expanders and Springs



Faster stops and smaller wheels have "put the heat on" the drums of America's finest cars. That is why 70% or more, including Cadillac and Imperial, are initially equipped with wheel cylinder cups having expanders and springs... and it has been that way since

1956! That is also why EIS-Engineered "E" Series Cups with Expanders and Springs are built into every EIS Wheel Cylinder (AT NO EXTRA COST), included in every EIS Repair Kit or made up in popular EIS Assortments!

***HEAT RESISTING COMPOUND**

Whether you replace, rebuild or repair, make sure you use EIS "E" Series Cups with Expanders and Springs. It's your guarantee of a positive, longer-lasting hydraulic seal.



Ask your EIS Distributor or write for Catalog! **EIS AUTOMOTIVE CORP., MIDDLETOWN, CONN.**

HYDRAULIC BRAKE PARTS AND REPAIR KITS • POWER BRAKE PARTS AND KITS • MASTER AND WHEEL CYLINDERS
BRAKE TOOLS • BRAKE HOSE • BRAKE CABLES • BRAKE EQUIPMENT • SUPER SAE BRAKE FLUIDS

AT THE SOUTHWEST SHOW — BOOTHS # 209-11

934—Buffing Compound

Designed to eliminate buffing of inner tube surfaces, "Rub'r Scrubber," introduced by Gross Mfg. Co., 1711 South California St., Monrovia, Calif., reportedly cleans and removes silicone, sulphur bloom, oil grease, mica, wax and similar coatings from tubes and liners of tubeless tires for fast, sure patching.

Application can be made with a spray from an aerosol can or with a cloth dampened with the liquid compound. The latter is available in either quart or gallon cans. The aerosol size is 14 ozs. Compound may also be used as a cleaning and softening agent on beads of tubeless tires and for

cleaning rims for better sealing against leakage.

Want more info? Use coupon on page 137 and you will get it!

935—Power Brake Kits

Power brake kits for servicing of all popular cars and light trucks, announced by C. E. Niehoff & Co., 4925 Lawrence Ave., Chicago 30, Ill., are said to provide all essential parts for a complete power brake overhaul.

Six types of kits are offered to fit Bendix, Moraine, Kelsey-Hayes and Hydrovac units: hydraulic section, vacuum section, poppet replacement and major and minor kits. Major kits contain all parts necessary for unit

reconditioning except piston packing. Minor kits contain a minimum of parts most generally required. Poppet valve kits contain poppet valve parts for complete replacement.

Want more info? Use coupon on page 137 and you will get it!

936—Distributor Tester

A distributor testing machine, "Distrib-U-Scope," announced by Snap-on Tools Corp., 8052 28th Ave., Kenosha, Wis., reportedly checks contact point cam angle or dwell for each cam lobe, shows up wear in distributor shaft and bushings, checks centrifugal governor advance against factory specifications, checks vacuum spark advance, shows up wear in breaker plate and housing, shows up wear in cam, shows contact point bounce and point creepage.



A unique feature of the machine is that the distributor vise is mounted off to the side away from the screen to provide complete visibility of the 360° scale. Double-light system connects to distributor primary which causes bands of light to appear on dial.

Want more info? Use coupon on page 137 and you will get it!

937—Power Steering Kits

Power steering repair kits, introduced by Everhot Products Co., 2001 W. Carroll Ave., Chicago 12, Ill., cover all General Motors, Ford, Chrysler, American Motors and Studebaker-Packard models from 1952 through 1960.

"Kwicky" kits contain all the parts necessary for repair of the particular unit being serviced—control valve, pitman shaft, oil pump, power cylinder, worm shaft seals, etc. Complete, easy-to-follow instructions are included in each kit.

Want more info? Use coupon on page 137 and you will get it!

938—Ratchets

Two ratchets of tear-drop shape, announced by Herbrand Tools, Division of The Bingham-Herbrand Corp., Fremont, O., are both half-inch drive models, one 10" long and one 15" long.

Shape of the ratchets makes it possible to reach restricted areas, it was claimed. Tools are engineered for rugged, trouble-free service, the manufacturer said, incorporating fewer working parts with an extra-wide, multiple tooth pawl.

Want more info? Use coupon on page 137 and you will get it!

See this at Booths 348-349-350 at Southwest Automotive Show



New!

Dorman
Vu-Parts Merchandiser
26" x 40"
holds 56 Assortments

look for new Vu-Parts upfront at your jobber's

Help yourself from this new Merchandiser of bright-plated chromate-coated fasteners and small parts in Dorman Vu-Parts Assortments. There are now 34 different Assortments, from cotter pins to throttle rod clips, each containing at least six of the most popular sizes in divided compartments. Rotating inner-lid to "dial-a-size" and pour as needed. Another example of time-saving packaging for which Dorman has been known for over forty years.

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939—Alignment Tools

"Portainer," a cabinet containing basic alignment tools for garage or service station, has been announced by Bear Mfg. Co., Rock Island, Ill.

Requiring a minimum of storage space, unit is said to roll smoothly



on 7½" wheels from one bay or rack to another, indoors or out. It is 36" high, 18" wide and 11" deep, with bins and clamps to hold all tools necessary for an alignment job. Wheel stands in 8" and 16" heights can be used with the "Portainer." They are equipped with turning radius plates to permit alignment adjustments wherever a lift is available.

Want more info? Use coupon on page 137 and you will get it!

940—"Automatic" Kits

A complete sealing line for servicing automatic transmissions, introduced by Jack-Pack Mfg. Co., 2115 No. Marianna Ave., Los Angeles 32, Calif., is said to save time on servicing by assuring easy and fool-proof selection of proper sealing parts, reduce unnecessary inventory of parts and eliminate comebacks on pan leakage and piston seal failures.

Each kit contains all of the piston seals, gaskets, rubber seals and lip seals needed to service the make and model indicated, the manufacturer said. The line also includes a complete selection of precision-engineered seals, gaskets and sealing rings which can be ordered in any desired quantities.

Want more info? Use coupon on page 137 and you will get it!

941—Corvair Jack

In addition to jacking up the Corvair, an all-purpose, heavy-duty "Lo-Jack," announced by Stephenson Industries, 548 E. Fort St., Detroit, Mich., reportedly removes and replaces the power train as a complete assembly, as well as servicing all automatic and conventional car and truck transmissions and differentials.

Its lifting range—8½" to 31¼"—goes so low it removes the Corvair power train intact, the manufacturer said. It hydraulically elevates and accurately positions with front-to-back and side-to-side tilts.

Want more info? Use coupon on page 137 and you will get it!

942—Filler, Hardener

Black "Bond-Tite" with "Cream Hardener"—a 30/70 grade plastic filler for body repair, including dents, holes, dechroming and customizing, announced by The L. R. Oatey Co., 4700 W. 160 St., Cleveland 35, O., is said to apply with no drag, have smooth texture, build up without sagging and harden like steel without shrinkage.

Non-toxic and containing no fiberglass, product reportedly can be "picked," sanded and feathered smoothly with a minimum of dust. It will not crack on impact or blister.

Want more info? Use coupon on page 137 and you will get it!

943—Fuel Line Kit

Kit "No. 200-MU" for making up flexible gas lines on late-model cars, announced by The Imperial Brass Mfg. Co., 6300 West Howard St., Chicago 48, Ill., is furnished in a convenient metal cabinet and includes 2 sizes of fuel line hose, 2 sizes of hose barbs and spring wire hose clamps.

To make up replacement line, hose is simply pushed over hose barb and retained by spring wire clamp. Cabinet is fully labeled for convenience in application and reordering, the manufacturer said.

Want more info? Use coupon on page 137 and you will get it!

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REpublic 1-7211

944—Gas Caps

Gas caps with integral handles and decorative design for small cars, announced by Stant Mfg. Co., Inc., Connersville, Ind., consist of the "G-26" for the 1957-60 Chrysler-make station wagons; "G-24" for 1953-1960 Ramblers, 1956-1960 Ambassadors, 1959-60 Lark station wagons and 1960 Falcons and "G-27" for 1960 Valiants—all shown at left.

At right, locking gas caps are shown for the cars served by those gas caps. All are high-pressure, die-cast, highly polished and chrome-plated. The locking caps have swivel-



type keyhole cover to seal out water, snow and ice.

Want more info? Use coupon on page 137 and you will get it!

945—Wrench Adapter Set

"Metri-Caps," a 13-piece adapter set to convert socket and box wrench-

es from U. S. standard sizes to metric sizes, announced by Wagner Tool & Supply, Inc., 1020 East 15th St., Hialeah, Fla., is designed for use by car dealers, garages, gasoline stations servicing foreign cars and "do-it-yourself" foreign-car owners in this country.

Contained in a metal box, adapters are available in the following sizes: 9mm- $\frac{1}{2}$ ", 10mm- $\frac{1}{2}$ ", 11mm- $\frac{5}{8}$ ", 12mm- $\frac{3}{4}$ ", 13mm- $\frac{3}{4}$ ", 14mm- $\frac{3}{4}$ ", 15mm- $\frac{3}{4}$ ", 16mm- $\frac{7}{8}$ ", 17mm- $\frac{7}{8}$ ", 18mm-1", 19mm-1", 20mm-1" and 21mm-1".

Want more info? Use coupon on page 137 and you will get it!

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TRUCK FLAPS
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Install Valve Guides

or Oversize Stem Valves with K.O. Lee

Valve Guide Reaming Tools



The K. O. Lee valve guide reaming tools are designed to service late model engines which have valve guides cast as part of the cylinder head. These tools can be used to install oversize stem valves or replaceable guides.

The K. O. Lee reamer guide provides a true alignment with original guide bore using Lee self-expanding pilots. The reamer is held rigid with reaming bushing during reaming operation. Simple to operate and extremely accurate.

Oversize reamers are used to ream out the valve guides for oversize stem valves. Engine and valve manufacturers offer at least three sizes of oversize stem valves.

When old valves are still serviceable, it is more economical to install replaceable valve guides. Roughing and finishing reamers used with the K. O. Lee reamer guide, accurately cut the recess for a replaceable guide.

Write for descriptive literature which includes a listing of replaceable guides and special sets available.

K. O. Lee Company, Aberdeen, South Dakota

*"since we switched to
Go-Jo Creme Hand Cleaner
we have had no new cases
of Industrial Dermatitis,"*



says Victor D. Von Gunten,
Service Manager, HENRY MOTORS, INC., Akron, Ohio.

- **CLEANS HANDS "DINNER-TABLE CLEAN" IN 30-SECONDS!**
Henry Motors, Inc. is just one of thousands of automotive establishments that protects its employees against industrial dermatitis by providing Go-Jo Creme Hand Cleaner dispensers in convenient locations.
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...a powerful antiseptic.
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946—Tune-Up Kit

To equip the service mechanic with a portable, compact motor tune-up department, Auto-Test, Inc., 600 South Michigan Ave., Chicago 5, Ill., has announced a "Professional Tune-up Kit" contained in a steel carrying cabinet 14½" high, 16½" wide, 4" deep at the top and 8" deep at the bottom.

Included in the kit are "Model CAT-50" cam-angle tachometer, combination power timing light—"Model Mark IV," volt-amp-tester and cylinder compression unit. Cabinet is designed to hold each unit snugly, while permitting easy removal for individual instrument usage. There

are two sections. The top section holds the tachometer, timing light and volt-amp tester. The lower section, holding the compress-aid kit, is enclosed and equipped with a drop-leaf front, which, when dropped, provides additional space for holding drivers, wrenches, etc. Cabinet is equipped with a carrying handle.

Want more info? Use coupon on page 137 and you will get it!

947—Power Cutting Tool

Delivering approximately 3,000 blows per minute, "MC121 IMPACut-ter," announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y., reportedly cuts metal with ease and



safety, bolts, rivets and spotwelds, drives out rivets, bolts and pins, and scrapes undercoating, paint and dirt.

The newly-designed throttle valve provides sensitive power control, it was claimed, with full range of speed and power easily controlled by the "feel" of the trigger, eliminating need for a separate power regulator. Self-contained throttle valve mechanism reportedly can be quickly and easily removed from the handle for replacement without disturbing any other part of the tool. A beehive-type chisel retainer holds accessories securely, eliminating the danger of discharging the chisel from the tool, the manufacturer said. Tool weighs 3½ lbs. and is 7¾" long. "A2" kit consists of the tool itself, plus 6 chisels for varied jobs, such as sheet metal cutting, bolt and rivet cutting, splitting muffler-tailpipe assemblies, etc.

Want more info? Use coupon on page 137 and you will get it!

948—Dual Exhaust Systems

1960-model dual exhaust systems, announced by Grand Automotive Products, 2055 North Ruby Street, Melrose Park, Ill., reportedly are designed to give 10 to 20% better gas mileage than stock-equipped single systems, and up to 20% increase in horsepower.

One group designed especially for 6-cylinder Chevrolets from '41 to '60 is custom-crafted and retains original equipment intake manifold and heat riser in the system. Duals are available in complete kits, including all brackets, clamps, bolts, dual side head pipe, and dual side tailpipes, with or without mufflers, at dealer or customer option.

Want more info? Use coupon on page 137 and you will get it!

949—Jacks

Service jacks offered in capacities of 1½, 2, 4 and 10 tons, announced by Hein-Werner Corp., 1200 National Ave., Waukesha, Wis., are said to make load contact in seconds, lifting up to 26".

Wheels are enclosed by functional, shaped channels and chassis is long, low and flat. Length is extended for easier positioning and additional width provides extra stability. Hangles are counterbalanced with cross T grip. All hydraulic units include fast-acting dual pistons, overload safety valve and pivot to minimize strain on ram. Each model "Swift-Lift" provides a forged swivel saddle with offset gripping lugs, according to the manufacturer.

Want more info? Use coupon on page 137 and you will get it!

SELL AMALIE OIL!

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If you are now selling, or are considering selling motor oil, here are three reasons why you should take a look at Amalie.

- 1 Amalie oils are stable, they don't deteriorate in your stock room, and they don't go out of style.
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GO THOMPSON PRODUCTS ALL THE WAY!

Leadership in pistons and piston service belongs to Thompson Products. You recognize it in such Thompson piston names as STANDARD ALLOY, STEEL-BELTED, POWERGROOVE—and now in the exclusive new Thompson POWERFORGED aluminum piston.

The great new Powerforged piston is *forged*... *not cast*. And every claim ever made for it was proved in 5 money-winning cars in the 1959 Indianapolis "500". Every Powerforged piston matched the increased loads of the world's most powerful engines.

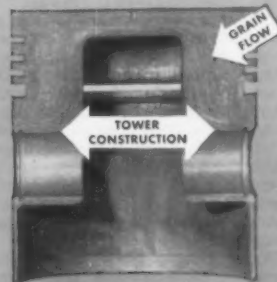
Thompson's exclusive forging process literally pounds aluminum slugs into piston forms—increases strength by producing a grain flow in the metal. With no increase in weight, the Powerforged piston is up to 70% stronger and 600% tougher than conventional cast aluminum pistons... and they balance perfectly when used for replacement. Furnished tin plated in finished sizes.

For piston power, piston service, piston profits... go Thompson Products—all the way.

Sold thru the world's finest jobbers



THOMPSON POWERFORGED PISTONS are forged—not cast. They are the same weight as conventional pistons, yet they are 70% stronger—600% tougher. Powerforging produces a grain flow in the metal, thereby increasing piston strength.



POWERFORGED "TOWER" CONSTRUCTION increases strength where it is needed—in the head and at the piston pin bosses. The heavier head and "lower" also help dissipate heat faster... and the design permits flexibility in the skirt area.



Thompson Products

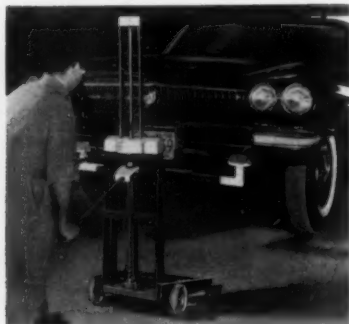
Replacement Division

Thompson Ramo Wooldridge Inc.
Cleveland 3, Ohio

950—One-End Lift

Golf cart handling ease and all-car jacking ability reportedly have been combined in a single one-end hydraulic lift announced by Blackhawk Automotive Division, 5325 W. Rogers St., Milwaukee 46, Wis.

The 1½-ton-capacity jack will lift the front or rear end of any car, it



was claimed. Lift height is 32" and saddle spread is from 14 to 52". Throat reaches 14" under car to grab bumper brackets. Handle is removable for easy storage. Saddle measuring 5" x 5" is said to grip securely to spread the weight load. Lowering is controlled by a finger-action release.

Want more info? Use coupon on page 137 and you will get it!

951—Corvair Tools

"Model 1018" Corvair gauge set, introduced by John Bean Division, Food Machinery & Chemical Corp., Lansing 4, Mich., is said to provide all the tools necessary to check underbody alignment on the Corvair.

Set consists of "Model 1010" gauge set, "Model 1014" tram gauge, clamp and studs. Gauge reportedly is not limited to work on the Corvair, but can also be used with any other make of car. Tram gauge is equipped with 40", 80" and 114" bars which give movable pointers a 12" to 114" range and a third pointer for height-comparison checks. Studs adapt the tram gauge and centering gauges to the Corvair and "G" clamps provide a universal attaching mount for centering gauges.

Want more info? Use coupon on page 137 and you will get it!

952—Shock Absorbers

A complete line of adjustable "E" shocks, said to be the largest passenger-car shock absorber built, announced by The Gabriel Co., 1148 Euclid Ave., Cleveland 15, O., can be manually adjusted to provide 3 different degrees of damping: regular, for normal roads or driving conditions; firm, for extra control and stability, and export, for maximum stability and road-hugging power.

To adjust, shock absorber is collapsed completely and rotated to the desired setting which is indicated clearly. It is then extended and installed in the normal manner.

Want more info? Use coupon on page 137 and you will get it!

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Consider the most vital part of a bonded brake shoe: the lining. Whose brake lining is on the bonded shoes you buy? What about this manufacturer's experience . . .

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	RAY- BESTOS	OTHER BRAND
1. Approved by the United States Government under lined brake shoe specification No. KKK-B-00640	X	
2. Produced by a basic manufacturer of brake shoes	X	
3. Produced by a basic manufacturer of bonding cements	X	
4. Produced by a basic manufacturer of brake lining	X	
5. Laboratory tested on dynamometers	X	
6. Proving ground tested on one of the largest company-owned test fleets	X	
7. Contain no drum-scoring wire backed linings	X	
8. Every shoe shear tested for bond strength	X	
9. Ground as follows to meet vehicle manufacturers' specifications:	X	
A. Standard Contour Ground		
B. Contour Anchor Ground		
C. Contour Cam Ground		
10. For use on power or manually operated brakes	X	
11. Linings made by 8 different manufacturing processes	X	
12. Right combination of linings for each make and model car	X	
13. Produced by supplier of brake lining to original equipment vehicle manufacturers	X	
14. Branded with manufacturer's name, number and shoe position	X	
15. Come in sealed boxes for customer protection	X	
16. Reduce your overall investment in cores	X	
17. Give maximum coverage with minimum inventory, yet have no improper substitutions	X	
18. Bonded under factory specifications and supervision	X	
19. Linings properly positioned on shoes	X	
20. Acclaimed the first choice of car owners and the trade in independent surveys	X	
21. Advertised to car owners in national magazines and network radio	X	

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Industrial Adhesives • Bowling Balls

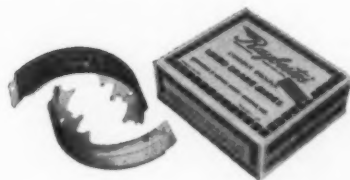




quantity there. Just the opposite—known quality. We are proud of our lining and brand each piece with the famous Raybestos name. Our linings are a result of the most advanced

manufacturing techniques and premium materials. And only Raybestos makes 8 different types of linings custom-tailored in precise combinations for each make and model car.

ANOTHER SALUTE TO RAYBESTOS QUALITY!



After exhaustive and coldly objective testing, Raybestos Brake Lining has been awarded the coveted Motor Trend Seal of Approval.



Powerful advertising and new curb sign—terrific together!



Raybestos' consistent, powerful consumer advertising — spearheaded by NBC-Radio's "Monitor"—gets action . . . sales action . . . by making motorists conscious of their need for top-quality Raybestos brake lining. And that's exactly where the new wind-tested curb sign fits in. With it in front of your station, car owners seeking a Raybestos dealer know you're their man. So put it up and make the most of our strong pre-selling campaign.

SURE WAY TO MAKE WHEELS OFF PAY OFF!



1. Pull front wheels, inspect linings
2. Check brake drums
3. Inspect front wheel bearings
4. Clean brake assembly
5. Check hydraulic system
6. Adjust brakes or recommend reline
7. Road test brakes

NEW CLINIC PROGRAM!

See the latest color movie, "Total Brake Service with Raybestos"—time-saving ways to do better brake work as actually performed on 16 cars, including the Falcon, Corvair and Valiant.

953—Distributor Lead Stock

A wall chart containing actual-size illustrations of its "Match-Rite" distributor lead service stock, announced by Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y., enables mechanic to select replacement leads by matching the worn leads against the illustrations.



"DLA-3" service stock contains 107 leads and covers all popular Delco-Remy, Autolite and Ford distributors. It comes in a sturdy display merchandiser which can be wall-mounted to save space. Application data is printed on the sides.

Want more info? Use coupon on page 137 and you will get it!

954—Tire Repair Materials

Available in 5 sizes to meet a variety of repair needs, "Akro Dual-Duty" patches for tubeless tires and inner tubes, announced by The Buxbaum Products Co., 520 McKinley Ave., N. W., Canton, O., are offered in bulk packaging and in a handy metal dispensing cabinet which includes rubber solvent, a buffer and a stitcher.

For tubeless repairs, plugs, which will vulcanize chemically, feature pulling wire for easy installation and are available in 3 sizes. They are also available in kit form, complete with puncture gauge, solvent cement and combination stitcher-buffer.

Want more info? Use coupon on page 137 and you will get it!

955—Plastic Filler

An automobile body filler featuring a polyester resin formula, introduced by the Woodhill Chemical Co., 1390 East 34th St., Cleveland, O., reportedly spreads easily, works fast and has no dangerous dusting action.

The quick-drying filler will not shrink, is non-toxic and requires 90% less dusting, it was claimed. A new one-shot hardener reportedly enables the user to control the drying time so that the repairing of dents and holes in car bodies and other metal surfaces is a matter of minutes instead of hours. Product is available in ½-pint, pint, quart and gallon sizes.

Want more info? Use coupon on page 137 and you will get it!

956—Cord Reel Lights

Cord reel lights developed to give complete coverage to the automotive field, announced by Belden Mfg. Co., 415 S. Kilpatrick Ave., Chicago 44, Ill., are available in 2 or 3 conductors with neoprene jacket which reportedly gives complete resistance to grease, oil, moisture and dirt.

Lengths of 20, 30 and 40' are said to give a selection for every requirement. The entire unit may be easily mounted on a wall or overhead, the manufacturer said. Lights are all UL listed and approved as completed assemblies. The automatic latching arrangement is set so that the ratchet pawl is in a neutral position when

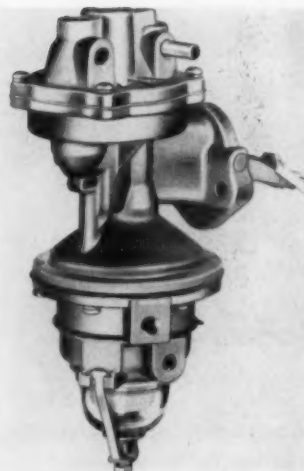
the cord set is pulled out to its full length.

Want more info? Use coupon on page 137 and you will get it!

957—Vacuum Booster Pump

A piston-operated vacuum booster pump for increasing the efficiency of automotive vacuum devices, announced by Carter Carburetor Division of ACF Industries, Inc., 2840 N. Spring Ave., St. Louis 7, Mo., is available in combination with the company's diaphragm fuel pump.

The combination unit, constructed of aluminum castings, reportedly has greater capacity without taking up any more space under the hood than



conventional vacuum pumps. Its primary function is to provide more dependable windshield wiper action under all conditions, including accelerating, passing or climbing steep hills, still permitting the driver to regulate speed of wiper blades.

The fuel pump portion features an accordion-type oil seal that protects the one-piece, rubber-impregnated diaphragm from oil and oil fumes and prevents oil leaks through the outside vent. The diaphragm is designed to resist temperatures greater than the maximum developed by the engine and is claimed to be unaffected by gasoline and gasoline additives.

Want more info? Use coupon on page 137 and you will get it!

958—Plastic Solder

Companion to "D C-3" plastic filler, "Slik" flexible plastic solder, introduced by Dynatron Corp., 2545 N. W. 75th St., Miami, Fla., reportedly can be formed into any shape without heat or pressure.

Adhering quickly to all metals, product reportedly has high tensile strength and can be sawed, drilled, tapped, ground or sanded to a smooth finish. Its adhesive power is said to permit sanding to a featheredge without separation. "Slik's" liquid hardener does not depend on evaporation to solidify, it was claimed, and consistency can be controlled by adding or reducing liquid.

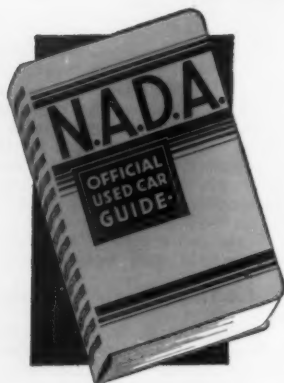
Want more info? Use coupon on page 137 and you will get it!

959—Filter Catalog

A complete specifications catalog covering dry-type engine air filters, published by Fram Corp., Providence 16, R. I., lists complete size and performance characteristics of more than 110 different types of dry-type air filters and includes a section of air flow requirements and air flow curves of Fram filters, plus drawings of typical installations procedures and methods of adapting those filters to existing engines. Comparative charts show engine wear with dry-type air filters and oil bath air cleaners.

Want more info? Use coupon on page 137 and you will get it!

THE NADA USED CAR GUIDE . . .



A Leader

in the Used Car
reporting field
because it's . . .

LOCAL . . . Published in 8 regional editions to reflect conditions in your market.

CURRENT . . . Published every 30 days.

COMPLETE . . . Average wholesale, average retail and (in most areas) the average loan values. Also easy to identify scale drawings of both domestic and imported passenger cars.

**NOW . . . A SIMPLIFIED AND EXPANDED
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Easier to Use

**MOST MODELS TO
26,000 #GVW**

Quantity prices on request

**ONLY
\$8.00
PER YEAR**

**NATIONAL AUTOMOBILE DEALERS
USED CAR GUIDE CO.**

2000 K Street, N.W., Washington 6, D. C.

960—Cross Pin Tools

Two cross pin tools for servicing ball and pin U-joints—one for TorqueFlite and the other for standard and Powerflite transmissions, announced by Neapco Products, Inc., Pottstown, Pa., are skin-packed in a set with the Torque-



Flite tool bright cadmium-plated for quick identification.

The solid end of the tool is used to press out pin. Hollow end is used to replace pin, centering it positively and automatically, according to the company.

Want more info? Use coupon on page 137 and you will get it!

961—Air Conditioner

A 1960 model of "Frigette" automobile air conditioner—the "Golden Era," introduced by the Frigiquip Corp., 3724 N. May Ave., P. O. Box 7205, Oklahoma City 12, Okla., features an all-aluminum front-louvered air control panel anodized



in light gold color, with 4 separate controls.

The evaporator case is made of a steel base with a vinyl cloth laminated to the steel. A new type of squirrel-cage blower system reportedly increases the air volume while reducing operating noise to a lower level. The model will be available with either the squirrel-cage blower or the conventional fan blower system.

Want more info? Use coupon on page 137 and you will get it!

962—Air Conditioner

Completely restyled "Airtemp Cool Aire" air-conditioning systems for field installation in 1960 Plymouth,



Dodge, Dart, De Soto, Chrysler and Imperial passenger cars, announced by MoPar Division of Chrysler Motors Corp., P. O. Box 1718, Detroit 31, Mich., is also adaptable to 1959 Chrysler cars, except 6-cylinder and

Imperial models.

Unit is engineered to mount under the instrument panel. Higher cooling capacity and increased air distribution are the dominant features, it was claimed. Operation is controlled by 2 knobs readily accessible to the driver. The evaporator unit has 2 silent double-inlet blower wheels on a 3-speed blower motor to provide desired air volume. Cool air is automatically controlled by a thermal switch which can be regulated to desired air temperature. Better air deflection reportedly is delivered by the front grille, which has a 4-way air directional control.

Want more info? Use coupon on page 137 and you will get it!

TRUCKERS DEMAND RUGGED, DEPENDABLE MIRRORS

...and

Grote

"fills the bill"

- 6" x 9" rectangular mirror, quickly adjusted and easily mounted to either side of all trucks
- Maximum horizontal adjustment of 16", maximum vertical adjustment, 25"
- Mirror is double-strength glass, sealed tightly in place by protective rubber rim
- Rubber rim absorbs blows on mirror edge, provides water seal
- Mirror glass easily replaceable
- Formed steel housing, baked black enamel finish, center swivel



Grote also produces a complete mirror line—including round and rectangular heads; various style brackets, arms and braces—and ALL PARTS ARE INTERCHANGEABLE. Write for free catalog. If you are not a Grote jobber, write for complete details on how the Grote line will increase your profit picture.



THE
Grote
MANUFACTURING CO., INC.
Madison
Indiana

Lights • Lamps • Signals • Trucking Accessories • Reflectors • Flares • Mirrors

963—Thermostat

A thermostat to control the temperature of the engine, announced by Eaton Mfg. Co., Heater Division, E. 65th & Central, Cleveland 4, O., reportedly has positive-acting thermal



element and is of OEM design and quality.

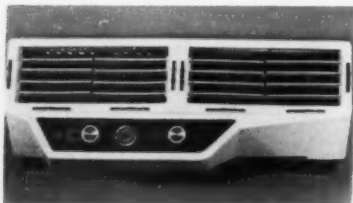
In addition, the company has introduced an automotive thermostat tester which helps to determine whether thermostat is operating satisfactorily, plus an assortment of gaskets.

Want more info? Use coupon on page 137 and you will get it!

964—Evaporator Unit

Wide-angle air distribution through an improved rattleproof design on its evaporator unit for automobile air conditioners, announced by Eaton Mfg. Co., Heater Division, E. 65th & Central, Cleveland 4, O., reportedly increases back seat cooling.

The compact design is said to allow more leg room. System includes ther-

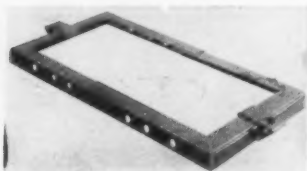


mostatic clutch control with rapid cool-down. Manual control allows cutting out of the thermostat to permit maximum cooling in dry climates where there is no problem with icing of the evaporator surface.

Want more info? Use coupon on page 137 and you will get it!

965—Battery Hold-Down

Plastic-coated steel battery hold-downs for all cars, trucks and buses, announced by Houser Engineering & Mfg., Inc., Bluffton, Ind., are said to be impervious to battery fumes or acid, 100% corrosion-resistant and unconditionally guaranteed for the life of the car.



The "Tuff-Skin" process reportedly coats the hold-downs with a life-time, non-conducting plastic that prevents battery-bleed, even if it touches a terminal. Coating will not crack, blister, peel, chip or deteriorate under extreme heat or greasy condition, it was claimed. Neither will it become limp or brittle, according to the company.

Want more info? Use coupon on page 137 and you will get it!

966—Car Polisher

A 2-speed electric car polisher with reversing action, announced by Skil Corp., 5033 Elston Ave., Chicago 30, Ill., is said to have 4 op-

erating possibilities—a high or low speed in either forward or reverse direction, reportedly making the 7" "Model 196" ideal for use on every type car finish, including acrylics.

Low speed is recommended for rubbing and cleaning, removing orange peel (spray marks) and for polishing in difficult and confined areas. Low speed also works better with heavy-duty polishes on badly oxidized finishes, according to the company. High speed is recommended for finish polishing, including jobs using polishes formulated for high-speed polishing, and for disc sanding with proper pad.

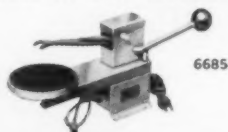
Want more info? Use coupon on page 137 and you will get it!

If You Repair Tire and Tube Punctures...



There's a Special Money-Saving Offer (or Two) Here For You!

4 Attractive Offers...At Least TWO for Everyone!



1. If you have a Dillelectric Pressure Clamp (pictured above) that is worn out, damaged or not operating properly, DILL WILL RE-CONDITION THE CLAMP—PUT IT IN PERFECT WORKING ORDER—AT NO CHARGE WHATSOEVER! AS A SPECIAL INDUCEMENT A BONUS CAN OF 40 DILLELECTRIC PATCHES (VALUED AT \$1.85) WILL BE SENT TO YOU WITH YOUR CLAMP! To take advantage of this offer, simply fill in the information on the coupon below and mail to Dill along with your clamp. In a few days your Dillelectric Clamp will be returned along with a bonus can of patches worth up to \$60 in repairs to you!



2. If you have an older model No. 6601 or No. 6666 Dillelectric Pressure Clamp (pictured above) and it is inoperative, DILL WILL REPLACE THE CLAMP WITH THE NEWEST MODEL No. 6685 FOR JUST \$5! YOU, TOO, RECEIVE A BONUS CAN OF DILLELECTRIC PATCHES.

3. If you do not have a Dillelectric unit now, you can get the new No. 6685 Pressure Clamp above for just \$9.50 (\$15 val.)!

The No. 6685 unit repairs tubes. For tubeless tire repairing also specify "U" Clamp Kit No. 6690K (pictured right). This includes "U" Clamp, secondary and ground wires, buffer kit, threading tool and 1 can of tubeless speed patches. Cost of kit just \$14.80. Order both from your supplier.



**4. AVAILABLE TO ALL...
Special Money-Saving
Offer on Dillelectric Speed Patches!**



3 cans No. 6606-40 Small Diamond Patches (for tube repair)
2 cans No. 6605-20 Large Diamond Patches (for tube repair)
1 can No. 6626-25 Nylon Reinforced Patches (for tubeless)
Bonus: 1 can No. 6626-25 Nylon Reinforced Patches (for tubeless)

SPECIAL PRICE... Just \$11.11
7 Cans For The Price Of 6! Order from your supplier
Specify Special Bonus Package No. 6647



Shown here is the American Motors Dealer Advisory Board in session with top company executives in Detroit. At far side of table (l. to r.) are: Mike Ricker of Whittier, Calif.; M. J. Calovich of Kansas City, Mo.; Harry Williams of Denver, Colo.; William D. Moyer of Corpus Christi, Texas; A. W. Schwoerer of Zanesville, O.; W. A. Stutzel of Rockford, Ill.; W. G. Herpich of Rochester, N. Y.; Nisham Atamian of Boston, and Don Schulstad of Tampa, Fla. Nearest side of table: J. H. King of Nashville, Tenn.; L. P. Hartung of Milwaukee, Wis.; Francis Peterson of Detroit Lakes, Minn.; Bernard Palley of Ozone Park, N. Y.; David Reese of Drexel Hill, Pa.; D. L. Mierley of Altoona, Pa.; C. W. Wentworth of Portland, Ore.; Gil Ashcom of Berkeley, Calif.; Carl Di Salvo of Maplewood, Mo., and Walter Eyles of Arlington, Va. Clockwise at head table are: R. H. Isbrandt, director of engineering and research; E. W. Bernitt, vice-president of automotive operations; Roy D. Chapin, Jr., automotive executive vice president; Roy Abernethy, vice president of automotive distribution and marketing; L. P. Marshall of Flint, vice chairman of the board filling in for W. A. Grawemeyer, Indianapolis, who was ill; John W. Raisbeck, vice president of automotive sales operations, and V. E. Boyd, automotive field sales manager.

Facts about DILLECTRIC... Important to You...

DILLECTRIC

Reduces Tire Adjustments



Dillectric repairs do not "abortcut" any essential steps! Result is Dillectric repairs eliminate a major cause of tread separation—inside seepage of air into the cords... and prevent fabric deterioration caused by water and road surface materials from the outside.

DILLECTRIC

Is Fast... Takes only
4 Minutes for Tube
Repairs, 6 Minutes
for Tubeless.



DILLECTRIC

Is As Modern As Tomorrow!



Vulcanization is more important—more vital—in modern tires than ever before. Meet modern day demands with the modern method—Dillectric Electrically vulcanized repairs!

DILLECTRIC

Is Worth A Premium Price

Dillectric is the safest, surest tire repair available... delivers far more in safety and protection! Result: Dillectric dealers are charging more—getting more—for Dillectric!



DILLECTRIC

Is Simple To Operate



Anyone can learn the easy steps in just minutes! Easy step-by-step instructions packaged with every Dillectric unit.

NEW INSULATED "U" CLAMP CARRIER HEAD SPEEDS TUBELESS REPAIRS

New head is the size of a nickel, old head the size of a quarter. If you have the old slower head, consult your supplier for no charge replacement! Specify 6690-20.



To Insure Fast Return

of your reconditioned
Dillectric Clamp and bonus
can of patches clip this coupon
and attach securely to your
wrapped clamp before mailing.

IMPORTANT! FILL IN INFORMATION COMPLETELY

DILL Manufacturing Company
700 East 82nd Street • Cleveland 3, Ohio

Return my reconditioned Dillectric Clamp and bonus patches to:

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Name of Your DILL Supplier _____

ADDRESS _____

Tri-County Picks Brickle

New president of the Tri-County (S. C.—Orangeburg - Bamberg - Calhoun) Automobile Dealers Association is Ben H. Brickle of Orangeburg Auto Co. Other officers are J. C. "Cap" McMillan of McMillan Chevrolet - Oldsmobile Co., vice president, and E. A. Crout of E. A. Crout Co., secretary-treasurer.

Virginian Joins Triumph

Ray McGovern, former Buick dealer in Richmond, Va., has been named sales manager of Standard-Triumph Motor Co. in New York.

Federal-Mogul-Bower Promotes Carlson

PROMOTION of Alan E. Carlson to general manager of Federal-Mogul Service Division has been announced by Thomas L. Camp, vice president of Federal-Mogul-Bower Bearings, Inc.

The position of supervisor of districts, formerly held by Carlson, has been re-shaped so that the 21 sales districts are now placed in two groups under Elgin A. Oehler and Richard B. Manguse

as supervisors.

Oehler, now supervisor of 11 of the 21 sales districts, joined the company in 1946 as a salesman in the Dallas district. Manguse joined the organization in 1947 and in 1952 was sent to Dallas as a salesman. He was promoted to manager of the Wichita district in 1952.

Reassignment of district sales managers moved Robert R. Justice from Los Angeles to Memphis and Robert A. Young from Memphis to Chicago.



Edward N. Cole, general manager of Chevrolet Motor Division and vice president of General Motors Corp., is scheduled to address the 25th annual convention of the North Carolina Automobile Dealers Association, to be held in Pinehurst May 5 to May 8. More than 600 dealers from across the state are expected to attend. Cole is credited with a major role in the development of the Cadillac short-stroke V-8 engine and the Chevrolet eight-cylinder engine introduced in its 1955 models.

LOGICAL:



Big Boy service station program integrates sales and installation

Selling a hitch is only part of the job—the installation completes it. Service stations alone provide continuing sales contact with their customers, plus installation facilities. Now, Big Boy offers a complete merchandising program—with a hitch display package that makes you Trailer Hitch Headquarters for only \$29.95 investment. You make \$18.55, plus installation charges, on initial purchase. Extra volume of \$400.00 by selling just 2 hitches per month.

Big Boy advertising pre-sells your customers. Sales tools do all the work—metal tire insert, window streamers, counter card—and action-packed merchandiser that lets customer operate amazing Safe-A-Way Retractable Hitch and sell himself. You can't miss because it's logical! Write for details.

ADVERTISED IN
LIFE

BIG BOY PRODUCTS DIVISION

THE DALTON FOUNDRIES, INC., WARSAW 4, INDIANA
1910—First Half Century of Progress—1960

Head of Moog Industries Dies of Heart Attack

HUBERT P. Moog, 72, board chairman and co-founder of Moog Industries Inc., St. Louis, died Feb. 19 from a heart ailment while on vacation at Las Vegas, Nevada.

He served on the War Production Board in World War II, the plant being largely converted to the manufacture of 33mm anti-aircraft shells. Survivors include his son, Hubert C. Moog, who succeeded him as president in 1956.

Greensboro Names Howard

Dexter Howard has been elected president of the Greensboro (N. C.) Automobile Dealers Association. Gordon Zane of Clegg-King Motor Co. is vice president and Tom Williams, Jr., of North State Chevrolet Co., secretary.

Orlando Elects King

B. H. King, Jr., of Orange Buick Co. has been elected president of the Orlando (Fla.) Automobile Dealers Association.

The Rochester-GM Service Line ...

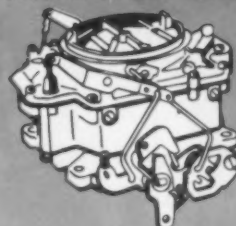
OPENS MORE OPPORTUNITIES FOR *MORE* SERVICE SALES



Price of New Replacement Units Cut by as Much as 1/3!

You can update your customers' performance with an original equipment Rochester-GM Carburetor replacement. And at new low, low prices, it'll be easier than ever to sell. The Rochester-GM Service Line is full of promise . . . full of pay-off for you and your customers. What's more, this Service Line is designed and engineered by the world's largest manufacturer of original equipment carburetors. Sell the Service Line that's going places fast! Order today from your UMS distributor. Rochester Products Division of General Motors, Rochester, New York.

ORIGINAL EQUIPMENT CARBURETORS



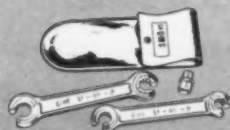
Update your customers' performance
with the latest carburetor advances.
Now at special prices.

BT-3 TUNE- UP



Balanced tune-up three ways . . . Save time with recommended procedures and materials for top-quality tune-ups.

SPECIAL OFFER



Ask your UMS Distributor about this valuable wrench set Available only with your Rochester-GM Service Line order.



CARBON-X CHEMICALS



Researched, tested and recommended by America's number one carburetor manufacturer for any car or truck.

CARB-AIRATOR



New hot idle compensator fits all cars; cures stalling due to excessive underhood heat. Quickly, easily installed.

SERVICE KITS



Perform overhauls or quick carburetor cleanouts with these three: Master Kits, Off Kar Kits and Kleanout Kits.



America's
number one
original equipment
carburetors

ROCHESTER CARBURETORS

Lighting Revisions Issued by ICC

REVISED lighting requirements for commercial vehicles used in interstate commerce, effective Aug. 1, have been issued by the Interstate Commerce Commission.

Among other revisions, turn signals must be Class A, Type 1. Every vehicle must have turn signals that include a switch that will cause the two front turn signals and the two rear turn signals to flash simultaneously as

a vehicular traffic hazard warning. No turn signal may be combined with a stop lamp unless the stop lamp as such is always extinguished when the turn signal is flashing.

Exterior lighting devices must be steady burning except turn signals and warning lamps.

Required lamps installed on motor vehicles manufactured after June 30, 1960, and replacement lamps installed on any motor vehicle after Dec. 31, 1960, must be marked to show a certification by

the manufacturer or supplier that the lamp conforms to all requirements appropriate to such lamps. These markings must be visible when the lamp is in place on the vehicle.

Car Dealers Set Sights For Second-Best Year

A BOOM year in new-car sales—a second only to the record year of 1955—is the expectation of the nation's car dealers.

More than 80% of the 800 dealers responding to a survey made by Universal C.I.T. Credit Corp. said they expected new-car sales to top the 6,500,000 mark in 1960 and 28% predicted sales of more than 7,000,000. Last year 6,000,000 cars were sold. The all-time record in 1955 was 7,200,000.

Biggest reason for dealers' optimism was the prospect of a strong upsurge in over-all business activity in the wake of the steel-strike settlement. With employment stable and wages high, customers who stayed away from showrooms last year are now "in a mood to buy," many dealers said.

The "compact" car was the next most frequently cited factor. Also mentioned repeatedly in the survey was the large number of car owners now driving 1955, 1956 or 1957 models. Many of these owners, it was pointed out, have completed or almost completed their instalment payments and are ready to return to the new-car market.

Other factors mentioned were stepped-up production of automobiles following settlement of the steel strike, pricing policies by many manufacturers, new and attractive styling, the growing number of multiple-car families and the sharp increase in the number of young people who have become eligible for drivers' licenses.

More than 70% of the dealers predicted a larger percentage of new-car sales would be financed on credit than in 1959.

Lakeland, Fla., Names Randall

The Lakeland (Fla.) Automobile Dealers Association has elected G. W. "Bill" Randall of Randall Motor Co. (Studebaker - Mercedes-Benz) president. Vice president is J. H. "Dusty" Rhodes of Jeep Motors, Inc. (Willys - Jeep - English Ford), and George J. Husek of M. P. Tomlinson Co. (Cadillac-Oldsmobile) is the secretary-treasurer.



**The name
all America
trusts for
bonded brake
safety!**

**Pick
Factory Bonded
Brakes**

Rugged, long-wearing lining... shoes rebuilt "like new"... accurate, factory controlled bonding... complete range of numbers—all combine to make the Pick Exchange Shoe line a money maker for you.

Pick Manufacturing Co.
serving the automotive industry for 39 years

Today's Cars Deliver More Fuel Economy

"**B**IG cars" of today are delivering more fuel economy than their counterparts of 20 years ago, according to a Chrysler official.

Paul C. Ackerman, Chrysler vice president—engineering, told the Metropolitan Section of the Society of Automotive Engineers at New York that technological improvements throughout the cars are responsible for these gains.

Improvements he cited included overhead-valve engines, improved carburetion, higher compression ratios and the application of aerodynamic principles to the design of automobile bodies.

The industry, he said, is working in a number of other areas to further improve fuel economy, with its chief aim to improve existing components, to add new ones and to "find better ways to turn more of the energy in each gallon of gasoline into useful driving thrust at the wheels."

Declaring other gains in economy will come through further reductions in car weight, Ackerman said, "I believe there will be more widespread use of unit construction, which requires no separate frame, and I foresee a much stronger trend toward the use of light alloys in engine, drive train and chassis components."

Good driving habits on the part of the individual motorist, he said, will do more to improve fuel economy than any other single factor. He added that a great deal can be done by the driver to improve mileage by avoiding unnecessary acceleration, unnecessary braking and unnecessary engine idling.

Horry County, S. C., Elects

Russell L. Brown of Brown Pontiac (Buick) has been named president of the Horry County (S. C.) Automobile Dealers Association. Vice president is J. R. Suggs of Suggs Motor Exchange and R. E. Hamilton of Hamilton Motor Sales is secretary-treasurer.

Tarheels Set 25th Dates

The silver anniversary convention of the North Carolina Automobile Dealers Association will take place May 5-8 at the Carolina Hotel in Pinehurst, according to Mrs. Bessie B. Ballentine, executive secretary.

Here's your short-cut to polishing profits!



"Swiftly"

the non-swirl polisher cuts polishing time 25 to 30%

The new MILWAUKEE "Swiftly" is designed for use with high speed liquid machine polishes *exclusively*. The easy way to bigger polishing profits! 2800 RPM, coupled with smooth operation, lightweight, rugged construction and easy handling is your assurance of a high luster finish that commands premium prices . . . and admiring glances . . . the kind of finish that results in favorable comments, customer satisfaction . . . and a bigger, more profitable volume for you!

See your Milwaukee Distributor or write for Bulletin P4,

Milwaukee Electric Tool Corp.

5314 West State Street
Milwaukee 8, Wisconsin



7" PAD DIA.

2800
RPM



Blu-Shel
"Magic"
CAR POLISH

Cleans and polishes in one easy operation. The perfect polish for all car finishes. Use it with your new "Swiftly" to build up polishing profits!

9" Heavy Duty Polisher
Powerful. Unbeatable for production polishing and compounding jobs.



© 1958 Milwaukee Electric Tool Corp.

A0-114

Here's what we're doing on the booming shock



Twice every Saturday and twice every Sunday starting April 16 and extending through the *exciting preconvention and convention days*, we'll present Martin Agronsky with his analysis of the news . . . part of the popular "Monitor" weekend programming over the NBC network. We'll be telling your customers about the importance of replacing their worn shocks . . . and selling them on the superiority of *Gabriel shocks*!



We'll be represented in a full-color, double-page spread, plus a multiple-page booklet insert, in the May 24 issue of *Look*. This spectacular promotion will feature Bill France, noted automotive authority and NASCAR president. The booklet will include a strong, full-page sales pitch for *Gabriel shocks*. *Gabriel* will also be presold through consistent advertising in *Motor Trend*, a favorite with car enthusiasts everywhere!

This year we're going all out to bring 'em all in . . . asking for Gabriel!
Just remember that half the cars that drive into your place of business need new shocks . . . and remember not only that Gabriel has the *finest* line in the industry, but also that Gabriel shocks *fit more cars and trucks than any other line*. That's all the more reason why you'll want to tie in with Gabriel's big sales push this year . . . and get more than your share of the profits!

to help you cash in absorber market!

New Display Material!



In addition to our popular display and merchandising aids, we are offering new sales stimulators this year . . . spearheaded by this free 27 x 36-in. blackboard type sign. Can be used to sell other services or to advertise specials. Has an orange fluorescent border and "Gabriel Shock Absorbers" at the top . . . and the back is self-sticking, so that you can mount it on a curb sign or on a wall, window or fence anywhere.

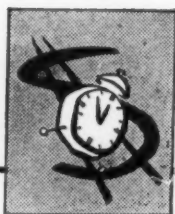
**COMING SOON...
BIG NEWS
FROM
GABRIEL!**

Next month Gabriel will
unveil a revolutionary new
product that will electrify
the entire shock absorber
industry. Watch for it!

Gabriel
SHOCK ABSORBERS



THE GABRIEL COMPANY • Cleveland 15, Ohio



TIME SAVERS

Making Tool to Remove Chevy Ignition Points

A SPECIAL wrench required for replacing ignition points on late-model Chevrolet 6-cylinder passenger cars and trucks is very expensive, but can be made easily.

Using a 5/16" bolt or a length of 5/16" round stock 3" long, drill a 1/8" hole 1" deep through the center of one end. Next drill a

1/8" hole through bolt 1/2" from opposite end and insert a 2" piece of 1/4" welding rod for a handle. File two sides of the end which was drilled in the center, leaving two prongs 1/16" high and wide as shown in illustration.—Edgar Hargrove, Jr., c/o Brewers Chevrolet, Elizabethtown, Kentucky.

Making Versatile Tool From a Screwdriver

FROM a screwdriver with a round bit, I made a handy tool for pulling weatherstripping over a pinch weld when installing glass by rounding off the end and then bending it.

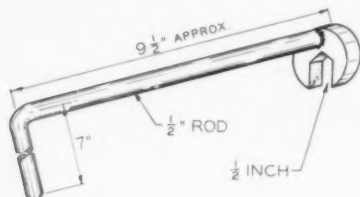
This tool can also be used for freeing radiator hoses that are difficult to reach. Place point be-

tween hose and outlet and pry loose.—Francis Edmonds, Box 26, Linn, Kansas.

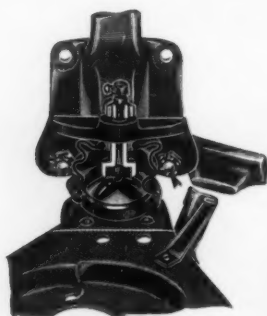
Installing Heater Hose On Water-Cooled Jobs

ON CARS with under-seat heaters and water-cooled transmissions, it is sometimes difficult to thread the hose through the frame and over the transmission and other objects that are in the way.

First, we disconnect the hose ends, and with a piece of pipe the proper size to fit the hose, we splice the old hose to the length of new hose. White gas or solvent should be used to clean all road dirt and rubber lube from both hoses at the splice. Using masking



ADJUSTABLE LOWER BALL JOINT TAKE-UP KITS!

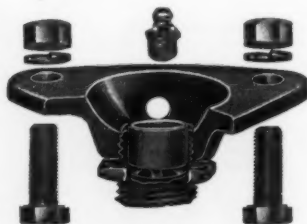


DESIGNED TO REQUIRE
ONLY SHORT TIME
FOR INSTALLATION

CHAMP-ITEMS No. 198 for 1957-60 Ford and Mercury, 1958 Edsel
CHAMP-ITEMS No. 199 for 1955-57 Chevrolet

A positive take-up—Holds wheel alignment.
Nylon bearing for minimum friction.

Adjustable take-up whenever necessary. Keeps lower ball joint in its socket at all times. Perfect wheel alignment is maintained by positive adjustment. Eliminates ball socket play.



No. 198 List Price \$3.75 each

No. 199 List Price \$7.50 each

Send billhead
for new 1960
catalog.



ORDER FROM YOUR JOBBER

CHAMP-ITEMS, INC. 6191 Maple Ave., St. Louis 30, Mo.

GOT A GOOD

\$7 **IDEA?**
will be paid for every
time - saver or shop
short - cut accepted
for publication in this section.

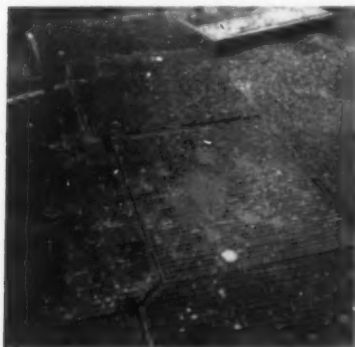
A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga. Rejections cannot be returned.

tape, we wrap the splice on both sides for about 6". With one man under the car and another under the hood, the new hose can be threaded very easily. We had an old heater which supplied a pipe the proper size.—George Ather-ton, Manager and Co-Owner, G & G Standard Service, 7th & Main Streets, Atchison, Kan.

Re-Using Radiator Cores For Safety Flooring

WE DO considerable radiator repair work and we use the old cores to form a non-skid, accident-preventing floor around the repair area which is generally splashed with water and makes the feet slip.

After we've replaced so many cores that we can't put them on



the floor, we yank those on the floor and replace them with others. By that time the ones we've had on the floor are packed with dirt and don't provide the secure footing we need, so we sell them off. Since they sell by weight, it is significant that by the time of their replacement there are ten

to 15 pounds of dirt packed in them.—Harry J. Miller, 991 Fort-ty-Second, Sarasota, Florida.

Installing Spark Plugs In Late-Model Cars

A RUBBER boot taken from a 1953 Chevrolet plug wire makes a handy tool for installing spark plugs in the hard-to-get-at new cars.

Boot fits snugly over the porcelain and is just the right length. This makes the job easier and

quicker than any other method I have found. — Russell Weaver, Argabrite Chevrolet - Oldsmobile Company, Henderson, Kentucky.

Tuning Up Distributor On V-8 Chevrolets

INSTEAD of removing screws from condenser clamp when tuning up the distributor on 1955-60 Chevrolet V-8's, just loosen clamp screw and push condenser out, leaving clamp in place.

Also, when changing points,

does it again!

New, Improved High-Intensity 2-Way WARNING LAMP

for all EMERGENCY VEHICLES

B-200DF

B-200DFC

Specially designed for fire, police, highway maintenance trucks, snow plows, public utility, wreckers, ambulances and other emergency vehicles.

Here are the quick facts...

- Large 7" size—extra shallow depth.
- Advanced inside optical design of acrylic lens gives such intense brilliance and light distribution that no reflector is required.
- Smooth exterior cleans instantly and easily.
- Red, amber or blue lenses—steady light or flashing.
- 14-gauge wire conducts full power to bulb.
- Standard 50 c.p. bulb for long range visibility day or night.
- Roof mounted, rubber mounting pad.
- 6 or 12 volt circuit.
- Black baked enamel (B-200DF) or chrome body (B-200DFC).



THE GRIFFIN LAMP COMPANY
SHELBY, MISSISSIPPI

loosen the two screws and lift points out. This saves a lot of time in starting the screws in those hard-to-get-to places. — Robert Brock, Route #1, Box 192X, Pineville, Kentucky.

Making Stop-Light Switch Test with Welding Rod

A U-SHAPED jumper of welding rod is a short cut to testing stop light switches and this saves taking another man away from his work to see if the lights are

working while the switch is being tested.

Compress the U piece across the terminals of the switch to shunt it out. Then walk around to the back of car to see if lights work. The jumper will stay in place. If lights are out, cause is an open circuit or a bum switch. If the jumper begins getting hot while being placed across the switch terminals, there is a short circuit to trace down.—Harry J. Miller, 991 Forty-Second, Sarasota, Florida.

Devising a Line Switch From Light Socket

WHEN a drop electric light switch is needed and such an item is not available locally, an ordinary light socket can be used, and, in addition to serving the purpose, it will afford the added safety of a fuse in the circuit.

Attach the light wires to the socket in the usual manner, but



use leads coming from it to splice into one of the leads going to the electrical device which you want to control. Insert a fuse in the socket in place of the usual lamp bulb and the switch is ready for use. Trouble in the line will cause the fuse to "blow" and thus protect the wiring.—Glen F. Stillwell, 340 Ninth Street, Manhattan Beach, California.

Eliminating Vibration On Driveline

WE HAVE found a good way to eliminate driveline vibrations, after everything else has been tried.

Using a hose clamp and a one-oz. wheelweight, rotate weight and clamp to point where least vibration occurs and then move clamp and weight up and down on the shaft until point of least vibration is reached. This is very successful and permanent. Of course, different jobs require different size weights.—James D. Martin, Service Manager, Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

Curing Choke Valve Ills In V-8 Chevrolets

THE choke valve on the two-barrel carburetor used on eight-cylinder Chevrolet cars has very little clearance at each edge on the lower side in the air horn.

When the engine is stopped in cold weather, the choke valve may close completely while there is still warmth in the carburetor body. Complete cooling may then cause the air horn to shrink and

**THIS IS
THE WAY
TO END
"BATTERY
ADJUSTMENTS"**



It's easy to stop costly comebacks...

You can protect your battery profits with a new model 372-H Fox Powercharger. Put a *fast* charge into every new dry battery as soon as you activate it, and the colder the day, the greater the charge. Put a *full* charge into every battery that comes in for recharging. A charge that just gets the car away isn't enough. These two practices will stop the comebacks.

The new 372-H portable has a 6 hour timer that lets you get plenty of charge into big truck batteries, even time slow-charging. There are six "push button" charge rates for both 6 and 12 volt charging. And there's lots of power—the rating is 80 amperes at 7.8 volts, 45 amperes at 15.8 volts. (This puts more juice into a cold

12 volt battery than most so-called 100 ampere chargers).

Get on top of battery servicing! Get a 372-H today!

ONLY
\$29.90
DOWN

ASK YOUR
DISTRIBUTOR

The FOX 5-payment plan gives you financing at no extra cost. You pay for the charger out of the money it earns for you.

FOX Products Co., 4710 N. 18th St. Philadelphia 41, Penna.

See our Exhibit — Booth No. 65 — Southwest Auto Show

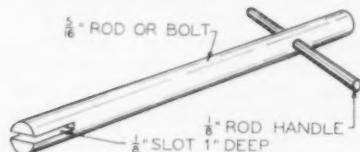
FOX METHODS AND EQUIPMENT
FOR SELLING AND SERVICING BATTERIES

lock the choke valve in closed position, causing severe loping and flooding until engine becomes thoroughly warm.

Because of the way in which the choke valve screws are installed, the valve cannot be removed and ground off without removing the carburetor top. To cure the trouble, use a small, sharp, round file to remove some metal from inside the air horn on each side where choke valve binds. The few soft die-cast particles that may enter the engine will be blown out immediately and will not harm it.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Kentucky.

Breaking Cooler Lines On Powerglides

THE top oil cooler line at the rear of the Powerglide transmission is usually pretty mean to break loose, since the connection is very tight and the female fitting always turns in the transmission



housing. Also, the location makes the use of ordinary end wrenches very unhandy.

With a heavy-jawed 1 1/2" x 9/16" end wrench and some 1/2" steel rod I made two wrenches that really do the job. As shown in illustration, cut the ends from the wrench and braze to the rod.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Kentucky.

Unplugging Oil Passage In Chevy Cylinder Head

THE oil passage through the cylinder head to the rocker arms on Chevrolet sixes sometimes becomes plugged so tightly that it cannot be blown out with air.

To avoid removing the head, remove the rocker arms, center cylinder head bolt, pushrod cover and the oil line from the rear cam bearing to the center of the engine. Fill the head bolt hole with fresh carburetor cleaner and let it set for an hour or so. In most cases, this will soften the sludge so that it can be blown out.—Victor McGee, c/o Bedwell & Cole Auto Service, 310 S. 7th Street, Mayfield, Kentucky.

Causing Emergency Brake To Release Fully

WHEN the emergency brake pedal on the 1959 Chevrolet passenger car will not release all the way back to the top, this is the way I remedy the situation:

Using two clutch release springs, I hook them into the clevises where the rear brake cable ties into the front section of emergency cable, then hook the other end of the springs in one of the holes in the frame near the rear cables.

This will cause the emergency brake to release fully and will not make it any harder to apply.—Solon Farmer, 417 Houston Avenue, Jackson 9, Mississippi.

Columbus County Tarheels Elect

New president of the Columbus County (N. C.) Automobile Dealers Association is Sam Scott of Scott Motor Co. J. T. Wooten, Jr., of Wooten Motor Co. is vice president and Harold Wells of Wells Oldsmobile, Inc., secretary.

This NEW 2-gallon polyethylene plastic RADIATOR FILLER



Reg. \$3.95 Value

with every case (24 6-oz. jars)

of **M-P** *
* Multi-Protection

COOLING SYSTEM

SEALANT AND CONDITIONER

It's the hottest cooling system special ever! M-P SEALANT is the multi-purpose product that seals leaks throughout the cooling system, both internal and external. It lubricates water pumps and prevents formation of rust and corrosion. Every car needs M-P for summer driving.

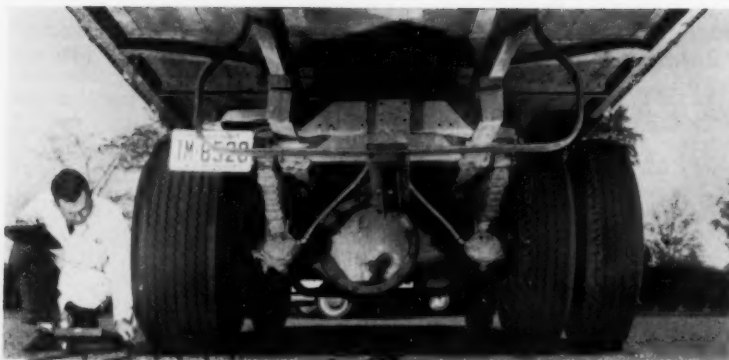
NO. 60-MPB
SPECIAL
FOR LIMITED TIME ONLY

TOTAL
DEALER COST \$14.40
Per Deal

Be Ready For Spring . . . Order Now!

RADIATOR SPECIALTY COMPANY
CHARLOTTE, NORTH CAROLINA





A single truck tire (left), designed to replace conventional dual equipment (right), is checked for tread temperature by Firestone engineer W. R. Woodall. Currently under development by The Firestone Tire & Rubber Co., the new tire requires considerable less space than duals and features a lower spring rate, which reportedly results in a softer ride, better load cushioning and reduced truck maintenance. Use of the wide-base tire and wheel will permit tractors and trailers to be designed with less space requirement for wheel and axle assemblies. The new 18-19.5 tire and rim assembly weighs 286 lbs., compared with 410 lbs. for the 11-22.5 dual assembly it replaces.

NEW money making machines!

LET YOUR LEMPCO MAN SHOW YOU
THESE HIGH-PERFORMANCE MACHINES!



Model 545-B

MODEL 545-B—the only automatic wet surface grinder with "face-up", dial-indicated, controlled grinding. Roll-over fixture guarantees precise alignment.

"CUSTOM HOMER"—for positive 60° cross-hatch honing. Compact size, fast-loading roll-over fixture... economically priced.



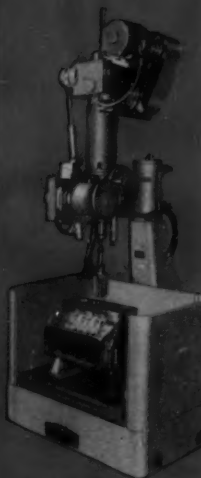
Model 520

"POWERMATIC"—small machine, one-at-operation... big machine capacity. All power-operated. Perfect for roll grinding.



Model 8075

"AUTO HYDRADYNE"—the "road-test" laboratory in your shop! Complete full-torque tests... fast... five to six automatic transmissions per hour.



Model CH

Valiant Output Seen At 345,000 a Year

"THAT will give us the capacity to produce 345,000 a year in our U. S. plants. Judging by the present demand for the car (Valiant), that level of production will be none too much."

That is what W. C. Newberg, Chrysler Corp. executive vice president, told a meeting of the St. Louis Chamber of Commerce last month shortly before dedication of the corporation's St. Louis assembly plant.

The facility is equipped to produce Valiants and within a short time is expected to be turning out 320 a day.

"By mid-April," Newberg said, "We will also be building 300 Valiants a day in our Newark, Del., assembly plant."

Production of this compact car was delayed sharply late last year as a result of the prolonged steel strike.

Wilmington Selects Rippy

J. Fred Rippy, Jr., of Coastal Motors, Inc., is the new president of the Wilmington (N. C.) New Car and Truck Dealers Association. H. W. Barnes of Barnes Motor Co. is vice president and Lewis Perry of Security National Bank is secretary-treasurer.

Virginians Go to Roanoke

The annual convention of the Automotive Trade Association of Virginia will be held Oct. 23-25 at the Hotel Roanoke, Roanoke, Executive Vice President Charles B. McFee, Jr., of the dealer association announced.

LEMPCO

Lempco's "Partnership Terms"
let you buy out of income!

Products, Inc., Bedford, Ohio

For over 40 years, a leading builder of machine tools

Why
beat the bushes?
Call
the man
who carries
LAMSON
fasteners

brass brake lining bolts
bumper bolts • Palnuts
truck wheel studs • truck
wheel nuts • spring center
bolts • spring clip bolts
spring U-bolt rods • license
bolts • battery hold-down
bolts • brass manifold nuts
expansion plugs • cylinder
head bolts • cylinder head
and manifold studs • "1038"
cap screws • floorboard
screws • fender washers
flat washers • lock washers
stove bolts • cotter • hex
screws and nuts • tapping
screws, and many others!



LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND 9, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

Compact Owners to Get Insurance Discount

MORE than 400 insurance companies affiliated with two national rating organizations have granted a ten per cent discount on automobile insurance premiums to owners of small and compact cars.

The National Bureau of Casualty Underwriters and the National Automobile Underwriters Association have requested insurance supervisory authorities in 43 states to

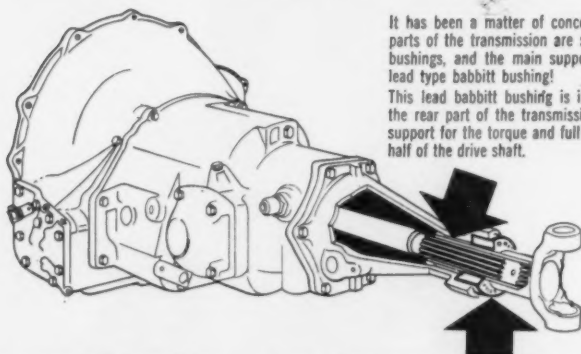
permit their affiliated companies to grant the discount beginning March 1. Approval has been requested in all states and the District of Columbia, except Louisiana, Massachusetts, New Hampshire, New York, North Carolina, Texas and Virginia. The two organizations expect to seek approval in additional states at a later date.

Lower premiums for bodily injury and property damage liability insurance and collision coverage will apply to most domestic



In a stepped-up membership campaign, the Automobile Dealers Association of Alabama has developed a specialized membership packet of sales aids for use by members in calling on non-members. Included in the packet is a brochure outlining the advantages and benefits of association membership. Shown looking over the materials are (l. to r.): Harold E. Streetman, executive vice president; William R. Lynn, public relations consultant, and J. L. Rouse, membership chairman. All are from Montgomery.

The SEAL-O-MATIC (BEARING SEAL) ELIMINATES DRIVESHAFT "CLUNK", "SNAP" OR "WHIP" At the Same Time: Provides Better Protection Against Transmission Oil Leakage Than Any Conventional Seal



It has been a matter of concern that all moving parts of the transmission are supported solely by bushings, and the main supporting bushing is a lead type babbitt bushing!

This lead babbitt bushing is intended to support the rear part of the transmission and is the only support for the torque and full weight of the front half of the drive shaft.

**THE ONLY POSITIVE WAY TO GIVE COMPLETE SUPPORT AT THIS POINT
IS TO INSTALL THE BPS SEAL-O-MATIC.**

Built by the manufacturer
of BPS

choke-stove



Precision made to within .0002
Main supporting bearing is the
same as Diesel wrist pin
"bronze fused to steel" bearing

Oil Seal - Neoprene Self-
Aligning
Satisfaction Guaranteed or
Your Money Back!

List Price **\$11.95**

Only the genuine Choke-Stove can
deliver just the right amount of heat
at proper temperatures at all times.
Only the genuine Choke-Stove can

eliminate carburetor troubles. There
is only one Choke-Stove on the mar-
ket — and it's stamped BPS! Ask
for it by name. Uses one manifold
bolt for easy installation.

See Your Distributor or Write the Factory for Full Information



private passenger compact cars, including the Rambler, Corvair, Chrysler, Valiant, Falcon and the Lark. Eligible foreign makes will include models of the compact-type produced by Fiat, Ford of England, Hillman, Opel, Renault, Simca, Triumph, Vauxhall, Volkswagen and others.

Shipman Dies in Hendersonville

M. L. Shipman, 65, former Ford dealer in Hendersonville, N. C., died recently following a short illness. A lifelong resident of Henderson County, Shipman opened a general repair shop in 1926, operated it through 1931 and afterward acquired a Chrysler dealership. In 1936 he opened Shipman Motor Co., which he operated until he retired in 1953.

Kansas City Elects Scott

Wade "Scotty" Scott has been elected president of the Automotive Trades Association of Greater Kansas City. Other officers are Fred Schieszer, vice president; Harmon Mock, secretary, and Louis Knop, treasurer. Sergeant-at-arms is Kenneth Sexson and directors are John Marino, Fred Kessler, Bob Corrison, Opal Ritter and Otto Stover.



Silver Cobalt Batteries Stay Stronger Longer!

- Filled at the factory
- Sealed Charged at the factory
- Factory fresh performance

Often with the ordinary battery, when half the guarantee period has expired, half of the battery's strength is gone. Silver-Cobalt Sealed Charge batteries hold their strength longer - provide maximum power for the life of the battery. Ask your Gould sales representative for the complete fascinating story.



GOULD-NATIONAL
BATTERIES, INC.
ST. PAUL 1, MINNESOTA



Tennessee Dealership Is Dodge's Oldest

CUMBERLAND Motor Car Co. of Nashville, Tenn., has been credited with being the oldest Dodge dealership in the country, having signed the first sales agreement on July 6, 1914, the year the first Dodge appeared.

One of the second oldest is McCollum Motors, Inc., Sumter, S. C., which signed on July 19.

"The No. 2 dealership could have been that of the Misses

Ethel M. Clagett and Mabel L. Porter," said L. J. Ouellette, Dodge director of dealer relations. "They still operate the firm of Porter and Clagett at Natchez, Miss.

Among 33 dealerships to observe their 45th anniversary with Dodge, besides those previously mentioned, were Hooper Motor Co. of Selma, Ala.; Hampton Motors, Inc., of Columbia, S. C.; Adams Motor Co. of Chillicothe, Mo.; Central Motors, Inc., of Hagerstown, Md.

South Carolinians Give Seminar Top Billing

A BUSINESS seminar headed by two of the nation's most successful automobile dealers received top billing at the annual winter meeting of the South Carolina Automobile Dealers Association in Columbia last month.

Chris J. Hogan of Rapid City, S. D., and Hugh Gibson of Cleveland, O., conducted the seminar on "Good Business Administration and Proper Selling Methods," with John E. Binns, director of management services for the National Automobile Dealers Association, as the moderator.

James C. Moore, a native South Carolinian, addressed the luncheon meeting, which was attended by Governor Hollings, Lieutenant Governor Burnet R. Maybank and other state officials.

Chrysler Appoints Shawe

Appointment of E. C. Shawe as plant manager of the Chrysler Corp. St. Louis assembly plant has been announced by Fred M. Glassford, group executive of the company's car and truck assembly group. Shawe, who first joined the corporation in 1930 as a foreman in the Plymouth assembly plant in Detroit, succeeds N. E. McLeod, who resigned.

Virginia Group Picks Wilkins

William P. Wilkins of Norfolk Motor Co. has been elected president of the Norfolk-Portsmouth-Virginia Beach (Va.) Automobile Dealers Association. Other officers are Philip S. Farrand of Cavalier Ford, Inc., vice president, and Fritz H. Huttman, executive secretary and treasurer.

Huntington Elects Moses

New president of the Huntington (W. Va.) Automobile Dealers Association is Jack Moses of Moses Pontiac. Vice president is Hez Ward of Hez Ward Buick, and Dutch Miller of Roger Dean Chevrolet is the secretary. Immediate Past President William C. Turnbull was elected treasurer.

Young Presidents Pick Sooner

New president of the Oklahoma chapter of the Young Presidents Organization is James G. "Jack" Clark, president of the Clark Motor Co., Oklahoma City.



2 TUNGSTEN IGNITION CABINETS will be won by

A Lucky Jobber!

A Lucky Dealer!

Be the Lucky One!
Ask for your FREE CONTEST CARD at the TUNGSTEN EXHIBIT!
BOOTH 303 AT THE SOUTHWEST SHOW
 Write for Catalog

TUNGSTEN CONTACT MANUFACTURING CO., INC. North Bergen, N. J.

Represented by Neil Greenfield Sales Co.
 509 East 3rd Street, Fort Worth 1, Texas

This is an artist's sketch of a multi-million-dollar plant now under construction in New Albany, Miss., by Laher Spring and Electric Car Corp., with completion scheduled for around June 30. The plant itself will occupy more than 150,000 square feet of buildings on 45 acres. The buildings will house four complete plants and a separate office building. Offices will be staff headquarters for the company's eastern and Southern divisions.



Complicated Title Laws Don't Stop Thieves?

COMPLICATED title laws won't prevent or slow down the theft of automobiles.

That was the opinion voiced by the Georgia Automobile Dealers Association in a letter recently to the legislature urging that body to keep the state's simple title registration law. Among reasons given were:

"In the July 15, 1959, issue of *The Atlanta Constitution*, an Atlanta detective superintendent was quoted as estimating that 90 to 95% of all car thefts in that city resulted from 'joy riders' of all ages who simply get into a parked car, start it, drive across town and leave. No title law of any kind can possibly have any effect on 'joy rider' thieves who, this detective says, account for most of the automobile thefts.

"According to figures compiled by us from the F. B. I. Crime Reports, the number of auto theft offenses known in 1957 per 100,000 population in cities in states having complicated title laws was 284.4, while the number of auto theft offenses known in 1957 per 100,000 population in cities in states which did not have complicated title laws was 199. Do these figures indicate complicated title laws prevent automobile thefts?"

The letter stated that automobiles stolen in Atlanta in 1957 totaled 1,789, of which 1,423 were recovered, and asked the question, "If complicated title laws prevent thefts, why were so many more cars stolen in 1957 in the following cities in states which do have complicated laws:

"New Orleans, La., 4,621 cars; Detroit, 6,940; Houston, 3,160; Newark, 3,111; St. Louis, 5,252; Baltimore, 4,739; Los Angeles, 13,203; Indianapolis, 2,353; Seattle, 2,698, and in Denver, 2,204.

... and this tail pipe can't rust!

ALUMIBEND

Three times the life of an original pipe because of seamless, corrugated aluminum construction!

Look how easily it shapes to match any ready-bent tail pipe ... even a girl can bend ALUMIBEND by hand, no tools needed!

... and it can't rust!



Get in the money-making tail pipe replacement business!

Always have the right tail pipe on hand with the ALTP-6 Display Assortment! Just 6 ALUMIBEND Tail Pipes will handle replacement jobs on over 90% of cars and trucks. Pipes store straight in just 2 feet of space. You make \$24.40 plus installation profits. Order from your Everhot jobber today!



EVERHOT PRODUCTS CO.

2001-9 W. Carroll Ave.

Chicago 12, Ill.

SAE's New President:

Floorboard Tunnel Soon to Go

THAT transmission housing which cramps the passenger sitting in the middle of most front seats of cars and the tunnel which pops up in front of the middle seat in the rear may be disappearing sooner than you think.

Harry E. Chesebrough, general

manager of Plymouth-De Soto-Valiant Division and the new president of the Society of Automotive Engineers, said in a press conference at Washington, D.C., early last month:

This will be changed "faster than you and I think." He was no more



SAE President Chesebrough

The new 1960 **MARK IV**

Monitor



MARK IV backs you with a national service organization.

Factory trained servicemen coast to coast... almost 2,000 outlets in 48 states. Regional factory service schools each year. Generous warranty, but claims are comparatively rare because...

MARK IV backs you with a soundly engineered, dependably built unit.

By actual test MARK IV delivers more cold air, gives quicker cool-down than any other unit... including factory installations. This progressive company has an old fashioned feeling that its reputation rides with every unit.

MARK IV backs you with the most complete set of sales aids in the industry.

Literature that projects quality. Co-op ad program. Point-of-purchase signs and displays of every sort.

WRITE FOR INFORMATION ABOUT A MARK IV DISTRIBUTORSHIP.

MARK IV DIVISION
JOHN E. MITCHELL COMPANY
3800 COMMERCE STREET
DALLAS, TEXAS

SEE IT AT THE SOUTHWEST SHOW . . . SPACE 59, 61, 63

specific as to the time, but later pointed out the present designs could be improved by placing the engine more forward and by using small mechanism to transmit power to the rear wheels, among other possibilities.

He maintained that surveys had shown that the tunnel was "a small issue with most people."

Emphasis on cars in the 60's will be on making them "trouble-free," he said.

"A great concentration of engineering effort is going into designing cars that will give motorists less concern over repairs than the excellent cars of today."

The SAE president said that for at least three to five years the conventional engine of today—the reciprocating engine—will retain its position in the industry. As a possible replacement, he cited the development work on the gas turbine and the energy cell powerplants.

"New developments of this kind will be accelerated by wider use of lightweight materials—including plastics for bearings, brackets and housings—to create cars with more power, performance and economy per pound."

Chesebrough said that by the end of the decade there will be 24 million more cars on the road than there are today. Added to the 59 million now in use, this will mean a total of 83,000,000. Of these, at least 20,000,000 will be cars capable of 25 miles to the gallon or better in city and county driving.

"Continued improvements in fuel, engine and transmission efficiency will increase the average fuel economy of all cars on the road in 1970 a full third," he said.

He also stressed the fact that the automotive engineer will be asked to provide more for less.

The first Falcon station wagon to be built at Ford Division's Kansas City assembly plant rolled off the final inspection line Feb. 15. The plant, which builds the new economy car as well as Ford trucks, will devote about 40% of its Falcon production to wagons, according to Manager Tjark F. Riddle. Schedule calls for the plant to build both two- and four-door wagon models. Over-all length of the wagon is 189", about eight inches longer than Falcon sedans. Width and wheelbase are the same—70" and 109½", respectively. The wagon is powered by a six-cylinder, 90hp engine and has single-unit construction.



"But the greatest challenge will be on giving the motorist a safer car, one that doesn't need repairs and that is adapted to conditions that he wants to use it for," Chesebrough concluded.

Victor Mfg. & Gasket Celebrates 50th Year

MARKING its 50th anniversary late in 1959, Victor Mfg. & Gasket Co. has grown from a basement workshop beginning offering a few sizes of ring gaskets to seven plants in the United States and Canada manufacturing 100,000 different sealing items.

In 1909 John H. Victor, in partnership with his brother, Joseph B. Victor, set up shop in the basement of a Chicago apartment house, with one basic patent on improved gasket construction. In 1919, after two earlier expansion moves, the company was established in its own plant, built for mass production and employing 185 people. From five employees in 1909, Victor's personnel now exceeds 2,500.

Founder John H. Victor was board chairman at the time of his death in December 1957. His brother, Joseph B., remains active in the business as vice president, while George E. Victor, the founder's son, has been president since 1948. William F., another son, is vice president of merchandising and distribution.

Simmons Dies in Vicksburg

Sam S. Simmons, 52, owner of Simmons Oldsmobile Co., Vicksburg, Miss., died last month after a short illness. Born and reared in Vicksburg, Simmons had operated his company for 25 years.

At Last... A Charger-Tester that's Easy to Use!



NEW BATTERY CHARGER-TESTER

One Simple Reading shows the true condition of any 6 or 12 volt battery. Compares cells automatically under open circuit and load conditions.

Self-Adjusting Charging automatically controls the proper rate of fast charge for each individual battery. Simply turn the charger on and forget it!

When you buy CHRISTIE you buy the BEST

Consistent High Quality Proven Through 30 Years of Battery Charger Manufacturing

CHRISTIE ELECTRIC CORP. 3410 West 67th St., Los Angeles 43, Calif.

14-Year-Old Mississippian Addresses NADA

I WOULD like to thank you—the NADA—for making it possible for me to participate in the dealers' sons' exchange program. And I want to thank my father for paying for it.

This past summer I visited in the home of Mr. T. J. Craig, who lives in Stratford, England. This summer Mr. Craig's son, Malcolm, will be visiting us down in Mis-

By CHARLES R. KOSSMAN
Cleveland, Miss.

issippi.

I left Memphis on July 27 for New York City. I was supposed to leave for Manchester, England, on August 1 by jet plane, but I lost my tickets and had to wait an extra day in New York.

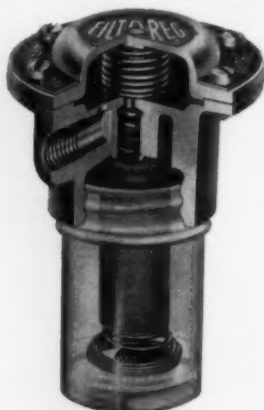
I sent a cablegram to Mr. Craig, but it got there two days after I did. Arriving early in the morning, I went straight to the Craigs' home. It was beautiful inside and out, and even had stained-glass windows.

Mr. Craig, by the way, is an unauthorized dealer selling for a distributor. In England the automobile business is quite different

Here's Why FILT-O-REG IS BEST!

FILT-O-REG is the only positive acting gasoline regulator that provides even fuel flow under controlled minimum pressure for maximum engine performance and economy.

Has Bendix-Skinner aircraft type top quality filter



Factory set, pressure tested. No adjustment ever necessary

Maintains correct air-fuel mixture under all speeds and loads

Works at any angle, upsidedown or tilted

Operates efficiently in all altitudes and weather temperatures

Supplies full volume of fuel demanded by engine at all speeds

Proven in use to have longer service life

FILT-O-REG Is Guaranteed to Eliminate Carburetor Troubles Caused by Too Much Fuel Pressure in 8-out-of-10 Motors, today.

Sell and install FILT-O-REG with every tune-up job, every carburetor and fuel pump. Build customer confidence and increase your profits.

Ask your jobber today for catalog and dealer prices. Get **FREE** technical bulletins on "Over-Pressure" and "Vapor Lock" now, for your service manual.



ALONDRA, INC., 959 CRENSHAW BLVD. • LOS ANGELES 19, CALIF.

FILT-O-REG®

Makes Any Gasoline Engine Run Better

Excerpts from an address before the annual convention of the National Automobile Dealers Association at Washington, D. C., last month. The speaker, 14, is in the ninth grade of Cleveland High School. Son of the Buick dealer, S. E. Kossman, a past president of the Mississippi Automobile Dealers Association, he told SAJ editors "the automobile business is a good field, but I'd like to enter something more constructive." He wants to be a nuclear physicist; he may well make the grade as he chalks up high marks in science.

from what it is in America. Usually there are only three authorized dealers for each make of car for a city of about 45,000.

But men can become unauthorized dealers if they have a thriving gasoline business, as in Mr. Craig's case, or if they have good connections with the factory. The authorized dealer makes 25% and the unauthorized dealer makes 15%, but they have a different definition of authorized and unauthorized. I mean unauthorized dealers are not bootleggers but work for a distributor.

It's easy to see that English dealers have many more problems than American dealers. The main one is that it takes about eight months to get a car after it has been ordered. They have a shortage on their side.

Another thing is that the government sets all prices for used-car trade-ins, and this price must be paid no matter what shape the car is in. In England, cars usually last much longer.

I spent time learning how the English sell and service cars and when Malcolm comes to see us we are going to show him how we do business down in the state of Mississippi.



As young Kossman addressed hundreds of dealers, looking on were (l. to r.) Birkett L. Williams of Cleveland, Ohio, the new president of NADA, and the outgoing president, "Herb" Galles of Albuquerque, N. M.

When we go in the business, I think both Malcolm and I will be better prepared to be better dealers—and I hope we don't do *all* of the things you all do now. And I hope we won't give away all of our profits like you do.

In England we saw all of the sights, including the lake country, Stratford, Westminster Abbey, Buckingham Palace, Victor Square, Big Ben, the House of Parliament, House of Commons and we even went to Harrods—a very famous store that my mother would like very much.

We also went to Paris, Monaco, Monte Carlo and sailed around the French and Italian Riviera.

One famous island we visited

A soda pop crate was never so used at an NADA convention, perhaps, but this Ole Miss lad found it mighty useful. At right is "Herb" Galles of Albuquerque, N. M., NADA's retiring president.



was—we learned after we got there—famous because it was a nudist colony. Mr. Craig didn't let us stay there anytime though.

Well, anyway, we saw a lot in the area but I'm sorry we missed Princess Grace—we tried but she was on vacation in Switzerland.

This was a wonderful experience for me and will be for Malcolm Craig when he comes next summer.

I came in contact with different ways of life and culture, and as

a result, have more understanding for other people. Second, I know now that my country, my people, are the world's finest and the world's greatest.

Albemarle, N. C., Elects

R. Brooks Spence of Spence Motors, Inc., has been elected president of the Albemarle (N. C.) New Car and Truck Dealers Association. Vice president is M. C. Morgan of Morgan Motor Co.

POWER



BY THE WORLD'S
PIONEER AND LEADER
IN TIRE CHANGERS

EFFORTLESS AIR-POWERED BEAD-BREAKING
AT THE PRICE OF LOW-COST CHANGERS.

NEW DROP-LOCK—self-locks when simply dropped against hub. No twist, no adjustment.

2½ TIMES STRONGER Nylon Air Tube — proved impervious to grease and oil. Outwears rubber 5 times.

2-in-1 ROLL ON - ROLL OFF Mount-Demount Tool — "Lift and turn" action of small ball end prevents damage in demounting, while mounting end slides beads back on, fast and easy with positive protection of beads.

AIR POWER DOES THE WORK

Operator simply holds bead-breaker in place.



Model LCP

only **\$129.00**

3 YEARS TO PAY ON EASY
PAY AFTER PROFIT PLAN

RATCHET type adjustment to fit all sizes of tires, 10 thru 19.5 inch including even boat trailer tires.

SAFETY-CONTOUR BEAD-BREAKER — Long, powerful stroke frees beads effortlessly, safely.



BUY ON PROOF, NOT ON CLAIMS

A Mobile Showroom is ready to demonstrate the LCP at your door, on your tires.

Send Coupon for Free Safety Facts or Demonstration

BIG FOUR INDUSTRIES, INC.
P. O. Box 444R, Foster, Ohio

- ☐ Send FREE three Fact Folders on 14-inch Tire Service.
- ☐ Send a van to show us your new Low Cost Power Tire Changer.

Signed _____
Store or Station Name _____
Street _____
City _____ State _____

**BIG 4
INDUSTRIES, INC.**

FOSTER, OHIO

West Coast: 8203-S S. Avalon Blvd.,
Los Angeles 3, Cal.

Canada: Canada Vulcanizer & Equipment
Co., Ltd., London, Ont.

See Us At Southwest Automotive Show, Booths 172 - 174

Those Small-City Dealers Bask In Female Customers' Approval

MORE car dealers in small cities satisfy their female customers than do their metropolitan counterparts.

Further, many women know why they won't or will buy again from the same dealer and in some instances have spelled out their reasons.

More than eight out of ten women drive—almost half that number daily—and a majority rate their driving ability at least equal to men's, conceding their lord and master only a slight edge on driving safety and courtesy.

This information was brought out in a booklet, "The Female In-

fluence in Automotive Purchases," published by the advertising agency, Batten, Barton, Durstine & Osborn, Inc.

In a survey of 3,423 women, it was learned that in the selection of a new car the women joined their husbands in making four of six basic choices as to make, price range, color, etc., while husbands determined the remaining two. In the purchase of accessories, women alone made the decision in five of eight areas.

Four-door sedans prove to be the most popular body style, accounting for 41% of the cars driven by women. Radios were the most popular accessory. Safety glass and outside rear-vision mirrors showed up in 66% and 61%, respectively, of the women drivers' cars, and 56% have automatic transmission. Twenty-five per cent sported tinted glass on their cars.

About a fourth actually control money spent for service and maintenance, according to the publication, and they know where they would go to purchase supplies and service.

Cost-conscious, too, many distaff members of the family were able to answer the question, "Please give us an estimate of the total amount spent on the family car each month." When asked, "Who purchased the liability insurance that covers your present car?", 81% could name their insurance company, 81% the person who sold them the insurance and 75% the month that their policy expired.

"Like the barber shop of yesterday," the report concludes, "service stations, car dealers, repair shops and all other former all-male habitats in the automotive field are subject to invasion by women."

Safety Group Names Lowrey

Frank P. Lowrey has been named assistant managing director of the Auto Industries Highway Safety Committee (formerly Inter-Industry Highway Safety Committee), according to Charles C. Freed, chairman of the board of directors. Formerly director of field services for the committee, Lowrey will continue to direct the Committee's field activities, including supervision of special representatives made available by the automobile and tire companies to work on the National Vehicle Safety-Check for Communities in this country.

MAN MOST LIKELY TO SUCCEED IN '60

He Took PACCO'S Course In Carburetor Tune-Ups

He spent three hours with a man from Pacco—world's top maker of carburetor tune-up kits. He sharpened his skill, and walked out with a diploma to prove it. Plus an illustrated Pacco Service Manual that shows how to take the torture out of the toughest tune-up. He'll walk away with more tune-up business this year. He could be you...if you enroll now for Pacco's 1960 Service Training Course. See your Pacco Man, or write



PRECISION AUTOMOTIVE COMPONENTS COMPANY
Manchester, Mo.



Accessory Credit Plan Introduced by Bowes

THE first nationwide credit plan to enable service station operators to purchase accessory products on credit at no additional cost has been announced by Bowes "Seal Fast" Corp.

Called the MAC plan, the program will be available for participation beginning March 1 by either direct application to the company or through local Bowes distributors.

The plan was developed, according to President Robert M. Bowes, II, both as a long-needed aid to service station operators and as a help to franchised distributors of the company's products. Bowes cited a recent survey by the McMurray Co., management consultants, which showed that "inventory shortage as a result of a scarcity of ready cash is a primary cause of both lost sales and lost customers in thousands of service throughout the country."

The plan will allow operators to recover some or all of their investment in accessory purchases before they have to pay for it, Bowes said. He pointed out that it would also help to eliminate unnecessary phone calls by operators to suppliers, will cut out frantic inventory checks and will have time for customer service.

Participating operators will receive a credit card to be used when making a purchase. Both the card and the regular sales slip are put into a recording device carried by distributors. The machine automatically records the customer's name, address, credit number, etc., on a card which in turn is fed into an IBM accounting machine, which records the sale and makes out the bill.

Zeder to Retire From Chrysler

JAMES C. Zeder, who has been associated with Chrysler Corp. in executive engineering capacities since its founding in 1925, will retire as an officer in April, having retired as a director Jan. 7.

He will continue as a vice president and special advisor to the president until he retires as an officer. Afterward he will devote himself to engineering and scientific educational pursuits in which he has been engaged for many years. Zeder directed the pioneering of several automotive "firsts" at Chrysler Corp., including hy-

draulic brakes, all-steel bodies and full-time power steering. He had been vice president and director since 1951.

Dallas Garagemen Set Convention "Holiday"

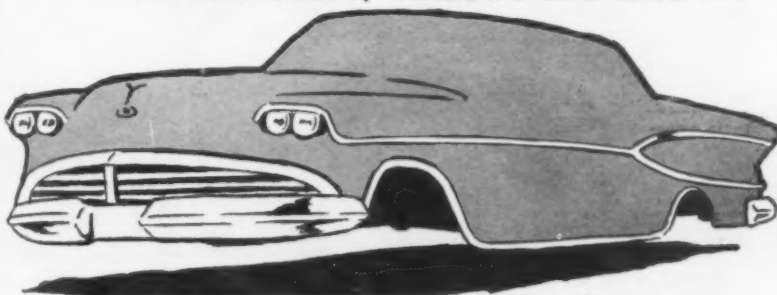
A "HOLIDAY" to permit a full turnout for the semi-annual Independent Garagemen's Association of Texas convention and also the Southwest Automotive Show (to be held in Dallas March 24-27) has been declared for

March 25 and 26 by the Dallas chapter of IGAT.

A program with speakers and panel discussions on problems concerning garagemen is being arranged, according to IGAT Executive Secretary Jess Allman. A banquet and program scheduled for Saturday evening at the Baker Hotel will climax the two-day event. All garage personnel are invited.

The Texas association has 35 local chapters. Its headquarters are in Austin.

**Until they start making cars
without doors, windows and tires . . .**



there'll be a need for these products :



DOOR-EASE®

Stainless Stick Lubricant gives clean lubrication to door fittings, sliding shoes, lock tongues, etc.

Dripless Oil for all-weather protection of hinges, flexible cables and other concealed friction parts.

LOCK-EASE® graphited lock fluid

protects door and trunk locks against sticking, freezing and rust.



SIL-GLYDE® lubricating compound

with Silicone prevents weather stripping from squeaking, freezing and "pulling loose" in cold weather when doors or trunks are opened. Excellent lubricant for brakes—won't melt and run down brake linings.

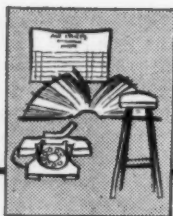
RU-GLYDE® clear rubber lubricant

speeds and simplifies tire service. Makes mounting and demounting safe, fast and easy, cleans and renews rubber, leather and plastic . . . lubricates rubber parts and fittings.



**Stop in and see us at the Dallas Show.
Booths 163-165**

**AMERICAN GREASE STICK COMPANY
MUSKEGON, MICHIGAN**



SOUTHERN JOBBERS and FACTORY MEN



Ronald Rich of Rich's Amoco calls Maryland Auto Parts by direct line. "It's a godsend," he asserted. "There's no telephone number hunting, no riffling through pages, no number memorizing; all you do is pick up the phone and talk."



And on the receiving end at the jobber's is a man all set to give quick service. Volume increased 100% from those four garages and service stations supplied with the phones at no cost to them. Other customers soon will be offered this rapid service.

Customers Like Our Direct-Order Phones

WE HAVE found that putting direct telephone lines between our operation and four of our customers brought a 100% increase in business within a month from these garages and gasoline stations.

We have contracted for four more direct lines, and six additional customers are waiting impatiently for the area telephone shortage to ease up so they will have lines of their own, too. Our customers find them a wonderful time- and money-saver, we a stimulating volume builder.

As jobbers in the hard parts business selling carburetors, fuel pumps, generators, etc., we had been aware for some time in calling on our customers that the cost to them of telephoning around town for a part—running up a phone bill when the part was not

By **THEODORE R. WRESCHÉ**
Owner, Maryland Auto Parts
Takoma Park, Md.

immediately procurable at a jobber—was troublesome overhead for a gas station or garage. Mulling over it, we often wondered how many sales we lost to competitors who were called first because they carried a larger stock which assured customers only one call was necessary.

Approaching a number of our progressive customers, we inquired whether they would always try us first on a part if we put a direct phone line into their offices. There would be no dialing, no number hunting, no cost to them for installation or daily usage. All monthly bills would come to us. In

return they would give us first opportunity of getting their business.

We were certain under such arrangements the amount of business per customer would increase, more than offsetting our costs.

We had four direct lines installed. At one station that had formerly spent about \$100 a month, volume with us promptly rose the first month to \$375, and has leveled to \$350 a month regularly. At a second station parts volume with us doubled from \$100 a month to \$200.

At a third station, a new account, where we had done no business at all but found the station dealer very receptive to the idea, we are now handling \$250 in parts volume a month.

We have consequently increased



This firm is expanding its inventory now that phones have been upping its sales volume. Direct-line customers call here first for needed parts.



Appointment of Carl Clifton as manager for the Southeastern region of Chicago Rawhide Mfg. Co. has been announced by Vice President and Director of Sales Phelps Wilder. Formerly regional manager with Thermoid and district manager with the former National Motor Bearing Co., Clifton will be responsible for the coordination of sales effort in original equipment, service sales and special markets in 14 Southern states.

our own stock in anticipation of rising business, and expect '59 volume of over \$100,000 to be topped by \$150,000 in '60.

It costs us \$25 to install a direct line within a five-mile radius. There is a monthly charge of \$7 for unlimited calls. With rates based on mileage, we are limiting ourselves for the present to those customers within a five-mile radius. Unfortunately the telephone shortage in this area is slowing up installations.

We are giving good customers—those with up-and-coming merchandising practices whose business with us has been about \$200 a month—first choice on direct lines. From those using our direct lines, we hear nothing but enthusiastic comment. They tell us we have no peer when it comes to service. Of course, we give them priority in servicing their needs.

One of our customers, Ronald Rich of Rich's Amoco in Washington, D. C., said, "It's a godsend. There's no telephone number hunting, no riffling through pages, no number memorizing; all you do is pick up the phone and talk. It saves time, money and effort. What's more, we've got the part on our doorstep before we know it."

Some garage operators said their telephone bills were running as high as \$50 to \$60 a month due mainly to parts phoning around

town.

We have been discussing with the telephone company a direct-line switchboard at our end that would handle about 25 or 30 lines. A switchboard would be the next step with continued growth.

Every extra dollar of volume, if it's not too costly, means better business for the wholesaler.

Sealed Power Ups Gallagher

Keith Gallagher of Houston, Texas, has been named replacement division zone sales manager in South Texas for Sealed Power Corp. Associated with the company for more than six years, Gallagher most recently managed its Houston warehouse.

These men will lead the Automotive Affiliated Representatives this new year (l. to r.): seated, Harry C. Younger of Pasadena, Calif., first vice president; Harry G. Kitchin of Richmond, Ind., president, who succeeded J. McEwen Cherry of Nashville, Tenn., and H. P. DeGreen of Cleveland, Ohio, second vice president; standing, Ed L. Lee of New York, executive secretary, and Lee A. Bergman of Chicago, treasurer. William S. Cowan of Minneapolis, the new secretary, was absent when the photograph was made at New York last month.





At the head table were (l. to r.): J. W. Grimm and W. C. Lee (the latter making the principal address) of AC Spark Plug Division, Charles H. Davis of Jobber Product News, R. F. "Bobby" Cameron and his brother, Bruce Cameron; William C. "Bill" Herbert of Southern Automotive Journal (who spoke briefly);

Allen Lewis, MacMillan and Cameron's general manager; J. B. Bagwell, Jr., of Charleston, president of the South Carolina Automotive Wholesalers Association; S. M. Kennedy, vice president of Aluminum Industries, Inc., and Dan Cameron, the third Cameron brother. Attendance totaled 128 at this third party.

Jobber Honors Factory Men

It's Rarely Done,
But Tarheel Picks Up Tab

Among those at the reception, held at the ultra-luxurious home of Bruce Cameron, were (l. to r.): Hal Rice of AP Parts Corp., S. M. Kennedy of Aluminum Industries, Inc., J. B. Bagwell, president of South Carolina and Virginias-Carolinas Automotive Wholesalers Association; W. C. Lee, director of marketing and distribution of AC Spark Plug, and Allen Lewis, general manager of MacMillan and Cameron and president of North Carolina Automotive Wholesalers Association.

Ben Ward (far right), president of Carolinas Booster Club B-33, was among the scores of factory men honored by these hosts (l. to r.): W. M. "Red" Echols, R. F. "Bobby" Cameron, Mrs. and Mr. Bruce Cameron, in whose brand-new residence the reception was given prior to the banquet at the Cape Fear Country Club, and Dan Cameron. The first of the three parties was given in recognition of the way factory men helped restore the firm to business after a hurricane damaged its inventory several years ago. "We realize the best education we get is from you fellows who call on us," said President Bruce Cameron of this 40-year-old company. Dan and Bobby Cameron also expressed appreciation of the continuing assistance from the factory men.





The Automobile Building, Fair Park, Dallas, will house the Southwest Show this month.

Southwest Show Opens March 24

FACTORIES were displaying a sustained interest in the Southwest Automotive Show throughout the month of February with expectations by President Yancy Robertson and Manager A. L. Barnett that the total of exhibitors will flirt with the 250 mark by the time the 15th show in this series opens in Dallas on March 24 for a four-day run.

Show management also expected that more than 350 booths will be occupied and that there will be at least 500 sponsors, not counting branches of sponsoring jobbers.

All arrangements except acceptance by a speaker for the noon luncheon had been made for the all-Southwest automotive wholesalers convention scheduled for March 23 with the Adolphus Hotel as headquarters.

This convention, a new departure for pre-Southwest-show

By **BARON CREAGER**
Southwestern Editor

functions, is to include wholesalers from Oklahoma, Louisiana, Texas and Arkansas, although the latter does not have a state organization. Arrangements were completed by the managers of the Oklahoma, Louisiana and Texas associations, these being, in the order named: Tom Payne, Jules Lamothe and G. C. Morris.

There will be three sessions of the convention. "How Recommended Trade Prices Are Established" will be the subject of a panel discussion in the morning, with acceptances already for places on the panel by Roger Heidenheim, McQuay-Norris; D. D. "Drex" Minshall, Gates Rubber Co., and H. C. "Skip" Stivers, A. P. Parts Co.

In the afternoon the principal address will be by Dr. G. Herbert True of the Institute of Visual Research of South Bend, Ind. He has appeared nationally on many convention platforms. His subject is "Creativity in Presentation" and he recently told Georgia wholesalers that "85% of today's sales are made by accident." He seeks to stimulate resourcefulness in selling.

The speaker being negotiated with for the noon luncheon had not been able to accept definitely, but the three state association staff leaders believe the entire program will be well worthwhile.

Following this convention, officers and directors of the Automotive Wholesalers of Texas will hold a business meeting in the evening.

Another departure from show custom is in arrangements for the traditional kick-off banquet, sched-

Officers of the show include (l. to r.): Yancy Robertson of Robertson and King, Dallas, president; A. L. "Artie" Barnett, manager; Joe Owens of Owens Motor

Supply, Enid, Okla., first vice president, and L. W. Barnett of Cogdell Auto Supply, Fort Worth, second vice president. Many officials are pushing the show.



uled for the Statler-Hilton Hotel's grand ballroom at 7:30 p.m. March 24, first day of the show. Arrangements are being made to seat 800 at this banquet, according to B. B. Burk, Dallas manufacturers' agent who heads the committee, and the speaker will be John L. Shirley, an educator, author and president of the Communications Institute of America. A floor show featuring high-rated entertainers has been signed.

Before the banquet, there will be a giant cocktail party in the

Embassy ballroom of the same hotel.

Plans for visiting ladies have not been neglected and Stafford L. "Bill" Jones, committee chairman, announces a style show at Neiman-Marcus on March 24 and, on March 26, a tour of the new Dallas Southland Center, lunch at the new Sheraton Hotel and a bingo session.

In addition to the officers, directors are: Doyle Moore, Automotive Parts Co., Little Rock, Ark.; H. L. Hutchison, Dimmick Supply, Lak-



Ralph E. Russell (top) of Ralph E. Russell Co., Dallas, is treasurer of the show. Hubert Braden (center) of American Gear and Parts Co., Dallas, is secretary and past president of the show, and T. H. Everett (bottom) of Monkey Grip Sales Co., Dallas, is chairman of the show committee.

Charles, La.; Max Figh, Automotive Service, Inc., San Antonio; E. A. Wagner, Moore Brothers Electric Co., Houston; H. M. Willey, Sr., Hirsig-Frazier Co., Houston; Eric Hyden, Keller-Hyden Co., Fort Worth; J. R. Lawson, Proto Tools, Houston; Bill M. Moncrief, Wagner Electric Corp., Dallas; Tod Willis, Sanders and Willis, Waco, Texas, and J. R. "Bob" Boulton, Unit Parts Co., Oklahoma City.

In addition to Chairman Everett, show committee members are:

THE WINNER! / Lee Petty



LEE PETTY
Grand National Champion 1958



NASCAR approves the Original
Magnetic System created by
BENDER EQUIPMENT CO.

"During my six-year association with Bender Equipment in connection with the NASCAR events, I find it to be the most accurate, practical, and fastest of any alignment equipment available on today's market."

OFFICIAL EQUIPMENT OF NASCAR SINCE 1953

430 Tweedy Blvd., South Gate, Calif. • 2315 No. 26th Street, Birmingham, Ala.



Representatives
Inquiries Invited

See our exhibit at the Southwest Automotive Show, Dallas, Texas — Booth Nos. 248-50.

This two-trailer shipment of Kool Kooshion ventilated seat cushions went to Herman J. Downey & Sons in Birmingham, Ala., from the Kool Kooshion Mfg. Co. plant in Dyersburg, Tenn. Pictured as trailers arrived in Birmingham are (l. to r.): Jim Eddington, Downey warehouse manager; Partners Dick and Ray Downey and a visitor. In the background is the firm's new building, which contains 30,000 square feet of warehouse space and 3,000 square feet of office space.



John E. McEvoy, Caphton and McEvoy; T. C. "Buddy" Garrett, The Schoellkopf Co.; Bill Jones, Stafford Jones Co., and Elmer Johnson, Johnson Automotive, Inc., all of Dallas, and J. D. Appleman, Generator Service Co., Fort Worth.

Carborundum Elevates Claydon

John F. Claydon, general manager of the Coated Abrasives Division of The Carborundum Co., was elected a vice president, according to Gen. Clinton F. Robinson, president. Claydon joined the company in 1935 as an experimental engineer. In 1954 he was promoted to sales manager and in 1957 to his present office.

Tarheel Opens Branch

Carolinas Auto Supply House of Charlotte, N. C., has opened a local branch, according to President W. K. Price.

1960 officers of the Carolinas Automotive Booster Club B-33 are (l. to r.): front row, J. H. "Dick" Rosier, first vice president; Ben T. Ward, president; David G. McLaughlin, second vice president; back row, Leroy J. Erger, treasurer, and J. M. "Tex" Brand, secretary.



BEWARE OF

"CRASH" IMITATIONS

There is **ONLY ONE** BLACK MAGIC!

BLACK MAGIC is the **ORIGINAL** black putty metal mender with the one cream hardener. It is the result of almost five long years of more than 800 tests by one of the country's most experienced staffs of body mending technicians.

OBVIOUSLY such a formula can't be **DUPLICATED** overnight—but **BLACK MAGIC** is being imitated, either in color, name, or the use of a cream hardener, in crash programs designed to confuse body shops, and make them think they're getting something "just as good" as **BLACK MAGIC**, the exclusive Swiss formulation that has proved nothing less than sensational. **BE ON YOUR GUARD** against such imitations, if you want the best, insist on **BLACK MAGIC**, the **ORIGINAL** black putty with the one cream hardener for impact areas and general patching.

FREE! Try **BLACK MAGIC** at our expense. Send your name **AND YOUR JOBBER'S NAME** to us for **FREE** ¼ lb. sample. Do it today!

SWISS LABORATORY, CLEVELAND 14, OHIO

America's Largest Independent Manufacturer of Body and Wire Solders

Southern Rep. "Don" Watterson, covering Southern Jobbers full time, from our Cleveland factory.
Southwestern Rep. Ralph L. Jeffers Co., 2023 Lucas Drive, Dallas. Tel. LA 6-8167.

SHOP
NURSE
SAYS:

Remember, with **BLACK MAGIC** You're sure there are **NO FUMES, NO ODOR, NO ITCH, and 90% less dusting!**



Kentuckian Eyes the Year '60

By JACK LEWIS

Ignition Service & Supply Co., Louisville, Ky.

THE past ten years have brought many changes in the jobbing industry.

We have seen small jobbers become larger, large jobbers getting a smaller share of the market but getting larger primarily

through redistribution and becoming more dependent on the selling job of the small jobber.

We have seen some manufacturers cut our throats and have seen many jobbers throw the book at the manufacturer. We are and

have been in times when we both had better realize that we depend upon each other.

We have had manufacturers throw prices around, sell our customer at our cost, quote government bids direct, give one jobber a better price than another and even some manufacturers threatening or using undue pressure to sell merchandise with the hidden thought of pulling their other lines or taking on additional distribution if we don't buy.

We see in the jobbing business many manufacturers turning their backs to price cutting by the jobber as long as he sells merchandise. The more he sells, the better they like it, never giving it a thought what he is doing to the market in general. Of course, the answer to price cutting is education and salesmanship. If a man can sell an item for a dollar, he would be a fool to sell it for 75 cents, so we either have no salesmen or a bunch of fools—one or the other.

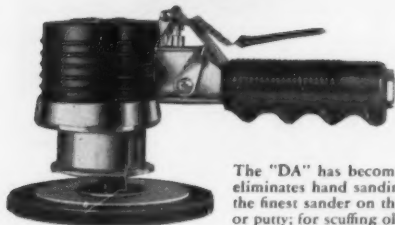
I know that this picture is not as one-sided as it has appeared, that we the jobber owe the manufacturer more than what we are giving him. We like to make the manufacturer the fall guy, put him in the middle between us and our customers instead of acting as the middle man between the manufacturer and our customer. How many times do we answer a customer that we will have to leave it up to the factory instead of telling him the truth that it should and will be taken care of or that it shouldn't and won't?

Appointment of L. Paul Atwell as product manager, Spark Plug Division of The Electric Autolite Co., has been announced by Robert Twells, vice president and group executive, Spark Plug and Ceramic Divisions. An engineering graduate of Georgia Tech and a native of Alabama, Atwell joined the company in 1949 as a field engineer.



Photo
Courtesy Shipstad
and Johnson

IT TAKES
BOTH
TO DO THE
BEST
JOB!

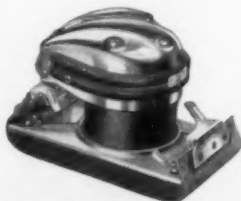


"DA" DUAL ACTION

The "DA" has become known as the "Painter's tool" because it eliminates hand sanding in paint departments of body shops. It's the finest sander on the market for sanding prime coats, surfacer, or putty; for scuffing old finishes to remove oxidized paint or gloss ... and NO MORE WET SANDING. Now, Wet sanding jobs can be done dry because the unusual action of the "DA" cleans abrasive as it sands, and yet, creates no heat. Ask about our demonstrator kit with loan sander ... try one in your shop.

"MITY-MIDGET"

The "Mity-Midget" is the most popular air-driven sanding machine on the market ... for good reason. An excellent feather-edger, "Mity-Midget" is an orbital action block sander made by the originators of orbital action. It weighs only 4 pounds, yet has 25 square inches of abrasive area. Write today for complete information on these two sanders ... You'll save money and time while you do the job better.



NATIONAL-DETROIT, INC.
ROCKFORD, ILLINOIS



Jack F. Whitaker has been elected president of The Whitaker Cable Corp., North Kansas City, Mo., succeeding his father, Jack P. Whitaker, who moved up to board chairmanship. The younger Whitaker began working for the company between school terms during his college years. After a year at Harvard Business School, he was district representative in the New England area from 1937 to 1939. In 1949 he was appointed general sales manager and became executive vice president in 1954.

We like to put his representative in the middle and take him out on a call where there is trouble and stick him way out in left field. We will be quick to blame him openly if he makes a mistake in manufacturing or design, blast his policies, have 100% obsolescence policy and say that he is to blame for anything that happens concerning his line.

Well, gentlemen, it is about time that we had better wake up and become the customer the manufacturer needs—be his representative in a town. It is not the manufacturer or his name that makes a line, but his representation. We must hire the best salesmen that we can get, pay a decent dollar and we will have good men that the whole industry needs—for even your customer learns to sell from you.

Give every salesman and representative who calls on you a decent audience, pay attention to what they are telling you and maybe learn something new for the day.

One of the things this industry needs is to go back to the Golden Rule and that the word God is not a curse word. We should try to be the kind and type of customer to our manufacturer as we want our customer to be to us. If we take the first step—clean up our hands and our faces—give support to our manufacturers, we will find that the manufacturer is going to go a

lot further in helping us.

I hope through our state jobbing association that we the jobber can come to understand the problems of the factory and that the factories get a better understanding that we can see each of our shortcomings and can do something about them even to the point that we all will make a little more money.

Plant City Sells Interest

A two-thirds interest in Plant

City Auto Supply, Plant City, Fla., has been purchased from Mrs. C. W. Lancaster by J. Rylon and Jerry M. Wills, sons of partner-manager Royce M. Wills.

Piston Ring & Supply Co. of LaGrange, Ga., has hired Julian Sanders as counterman and part-time outside salesman, President Ray Birdsall announced. The firm has added a high school student from Troup High School, who is working part-time on a training program.

Orbit Your SPRING CHANGE-OVER

Business with
this NEW preventive maintenance

Profit-Maker...

KOOL-IT

Here is the fantastic heat transfer chemical that PREVENTS ENGINE OVERHEATING by dissipating heat faster than water alone. In addition, KOOL-IT prevents rust, lubricates water pump and jacket, too. It does all this less expensively, yet more effectively than any engine coolant. Your customers will like KOOL-IT!

For complete summer protection, add KOOL-IT after draining anti-freeze and flushing on all Spring Change-Over Servicing. EXTRA PROFITS, EXTRA SERVICES! One can protect the average car or truck cooling system an entire season.

KOOL-IT leads the way to a new source of business for you! Island-display a stock of KOOL-IT, exhibit KOOL-IT promotion banners, and watch your warm weather business boom! Order KOOL-IT now from your jobber . . . or write



See Us at
Booths 313-315
Southwest Automotive Show

SUPERSITE CORP.

Chemical Div.
306 Seymour Ave.
Derby, Conn., U.S.A.

★ Creators of Automotive Successories ★

• Mirrors • Signal-Safety Devices • DU-OL Rust Penetrant •
Protokt-a-Dor • Dealer Plate Holders

Kenny of Standard Motor Dies at New York

J. FRED Kenny, 56, general sales manager of Standard Motor Products, Inc., Long Island City, N. Y., died last month at his home on Long Island.

He joined the firm in 1928 and for about ten years was South-eastern manager. He was a charter member of the Automotive Sales Council and a member of the Sales Executives Club of New York. In World War II he was a

colonel in an armored corps and saw active duty as a battalion commander in Europe.

Stewart-Warner Ups Robinson

Ernest N. Robinson has been appointed general manager of the Alemite and Instrument Division of Stewart-Warner Corp., succeeding W. A. Brown, Jr. Director of marketing of the division for the past six years, Robinson is a former president of the Automotive Electric Association.



Glenn N. Keim (top), AC Spark Plug Division's Los Angeles regional manager for replacement sales, has been appointed director of product services, replacing J. Patrick Kane, who transferred to United Motors Service Division March 1. Robert C. Jones (center) will move from regional manager in Kansas City to that post in San Francisco, while James M. Willbanks (bottom), zone manager in Denver, has succeeded Jones in Kansas City. A native of Norborne, Mo., Keim joined AC in 1944 as zone manager in Dallas. He was promoted to regional manager in Atlanta in 1950 and transferred to Los Angeles in 1957.

Bishman Appoints Carlton

W. M. "Bill" Carlton has been named representative in Georgia for Bishman Mfg. Co., General Sales Manager D. T. Lyons announced. Carlton will headquarter at St. Simons Island, Ga.



WORLD BESTOS gives you the most help in operating a successful Brake Service Shop

1 highest quality BONDED BRAKE SHOE SETS

World Bestos highest quality "Prescribed Friction" or "Gridlock" lining for each type car and truck. Easy to stock, easy to install. No costly equipment required.

2 free, up-to-the-minute TECHNICAL HELP

World Bestos Brake Service Guide, trouble-shooting charts and engineering bulletins keep you up-to-date on brakes and brake service.

3 free, easy-to-use SALES HELPS

New, all-metal Brake Service Signs, "How to Sell" folders, ad mats, radio scripts, envelope stuffers and postcards for low-cost, resultful advertising.

● Call your World Bestos Distributor...he has everything you need to help you operate a successful brake service shop. Or, write to World Bestos for Catalog and price lists.

World's Finest
Brake Lining

WORLD BESTOS NEW CASTLE, INDIANA



Many leaders of the aftermarket attended this breakfast meeting of AAR at the Hotel Astor in New York last month. Principal speaker was Martin Goldman of Aitkin-Kynett Co., well-known advertising agency of Philadelphia. AAR membership now is 430, with over 1,600 salesmen who sold more than half a billion dollars' worth of products last year.

AWDA Board Creates Tapp Memorial Award

CREATION of the Ernest A. Tapp Memorial Award by the board of governors of The Automotive Warehouse Distributors Association has been announced by President Thomas S. Perry of Atlanta, Ga.

To be given each year to someone who, in the association's opinion, has performed a valuable service or services to the association, the award was established in memory of one of AWDA's founders. Tapp, who was president of Jobbers Supply Co., Inc., Kansas City, Mo., was a member of the association's board of governors for many years and at the time of his death was first vice president, in line for the presidency.

Perry also said the association will be glad to receive nominations for AWDA's "Automotive Man of the Year" for 1960. Last year's committee, headed by Hamilton C. Cochran, marketing manager of the *Saturday Evening Post*, assisted by Ben Forsyth, editor of *Northern Automotive Journal*, and William C. Herbert, editor of *Southern Automotive Journal*, will again make the selection.

Shatterproof glass has been added by Holston Auto Supply, Kingsport, Tenn., which has opened a glass cutting department, according to Max M. Goins of inventory control.

There's a BRIGHT PROFIT FUTURE...

when you sell
RUST MASTER'S BRAND NEW Flush Master

FLUSH MASTER cleans out the ENTIRE cooling system. FLUSH MASTER contains PENETRENE for fast, deep-down cleansing action that quickly and safely attacks, penetrates, disperses and removes rust, grease, dirt and loose scale. Completely Cleans in 30 Minutes! For quick cleaning — idle motor for 10 minutes before adding or after draining anti-freeze.

Rust Master Chemical Corporation
Manufacturers of Automotive Chemicals

Main Office and Plant: 175 Union Street, Worcester 8, Mass.

FOR A PROFITABLE 1960... STOCK THE RUST MASTER LINE... SELLS LIKE SIXTY!

Other Famous Rust Master "Easy Car Care Products"...



← **RUST MASTER with Deactane** disperses and prevents rust in cooling systems.



SLUDGE-MASTER ▶ a complete chemical tune-up.



← **LEAK MASTER** stops radiator leaks quickly... non-clogging.

CARB MASTER ▶ ideal carburetor and fuel line conditioner.



← **PARTS MASTER** dissolves carbon-sludge, varnish, paint, gum, grease and dirt from metal parts.

RUST MASTER RUBBER LUBRICANT ▶ lubricates, protects, preserves all rubber parts and fittings.



← **DEGREAS-MASTER** degreases engines, machines, metal parts, floors... brush or spray on... rinse off.

TRANS MASTER ▶ stops leaks, insures quiet, smooth, trouble-free shifting in all automotive transmissions.



Virginias-Carolinas Plans Look at New Decade

"A HARD Look at the Decade Ahead" will be the theme of the spring convention of the Virginias-Carolinas Automotive Wholesalers Association at Sedgefield Inn, Greensboro, N. C., March 16-17.

James B. Bagwell, Jr., of Bagwell-Elmott Co., Charleston, S. C., president, will review the past decade with its problems of "price cutting, delivery, shortage of help

and allied troubles" and then evaluate what seems to be ahead.

William J. Rooke, chairman of the board of W. R. C. Smith Publishing Co., Atlanta, publisher of SOUTHERN AUTOMOTIVE JOURNAL, will keynote the convention by highlighting the economics and outlook for the four-state region. His knowledge of things automotive began in 1921 with the first issue of SAJ, but his knowledge of economics encompasses a field broader than automotive as he is a director of the Bank of Georgia,



F. R. "Pete" Middleton has been appointed sales manager of the replacement division of Monroe Auto Equipment Co., Monroe, Mich., according to J. E. Bickel, vice president in charge of merchandising. Middleton had been field sales manager for Herbrand Division of Bingham-Herbrand Corp. for the past nine years. He is a charter member of the Automotive Warehouse Distributors Association and a past member of its board of governors. In 1959 he was awarded the association's service plaque for having done the most to clarify distribution problems.

Mustang Mike Sez...

LOOK Fella! THESE MUSTANG

REPLACEMENT ENGINES

They're Money-makin' Whizbangs!

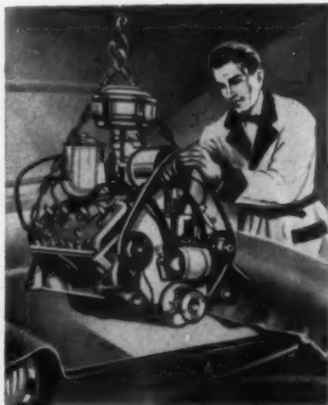
- Dealers net easy \$12 per shop hour profit
- Complete installation in 6 hours clears decks for another job
- Customer confidence and national acceptance thoroughly established through POST advertising

DEPENDABLE, precision-built MUSTANG REPLACEMENT ENGINES are proved big ticket, big profit items for any car dealer, garage or service station. Profit heaped on profit is assured from the sale of related parts plus liberal allowances you get on trade-ins.

MUSTANG comes as a complete package, *with all the gaskets*, all ready to uncrate and install as the sweetest running engine your customers ever had. Your jobber will cheerfully explain how to "get going" with the fabulous MUSTANG volume line.



"Better built for better performance"



Visit Our Booth
75-77
Southwest Automotive Show
State Fair Park—Dallas, Tex.
March 24-27

MUSTANG ENGINES

330 INTERNATIONAL ROAD • GARLAND, TEXAS

currently erecting a 31-story building in Atlanta's financial district described as the Southeast's tallest.

Mrs. Clara Kohn Hawkins of Carolina Houdaille Co., Charlotte, N. C., is vice president of VCAWA and James G. Johnson of Auto Spring & Bearing Co., Roanoke, Va., is secretary-treasurer of the 31-year-old group, whose meetings are always for members only.

Bagwell, a past president of the Charleston Rotary Club, is currently president of the South Carolina Automotive Wholesalers Association.

Wells Names Hirsig-Frazier

Wells Mfg. Corp. of Fond du Lac, Wis., has appointed Hirsig-Frazier Co. as its sales agency in the Southwest. Eight new sales representatives, announced by Wells General Sales Manager Jack L. Roberts, are: W. A. Frazier and W. E. Frazier of Dallas; R. H. Givens of San Antonio; H. M. Willey of Houston; J. E. Blackwell of Lubbock; H. M. Willey, Jr., of Metairie, La.; Donald Willey of Little Rock, Ark., and R. W. Gelchrist of Tulsa, Okla.

Hastings spark plugs have been added to the lines of The Auto-Equip Co., Rocky Mount, N. C.



The concrete block and brick building pictured at left houses enlarged branch operations of Charlotte Auto Parts Co., Inc., at 215 East Worthington Ave. in Charlotte, N. C. The facility formerly was situated at 1500 South Boulevard. The building is company-owned and contains adequate paved parking facilities, according to S. W. "Bill" Dellinger, Jr., who is company secretary and general manager in charge of branch store operations. Additional property adjacent to the new building has been purchased for possible future parking needs. Ronald E. Wallace is manager and Robert A. Yandle, assistant manager. Photograph at right shows a portion of the interior of the company's latest expansion.

Little Rock Company Shifts Personnel

RICHARD Hennis, who has been with J. B. Cook Auto Machine Co., Little Rock, Ark., for 20 years working in counter sales, has been named territory salesman to replace Lloyd Reid, who retired after 37 years with the company, Mrs. Sue Eby, vice president, said.

Bobby Moore was promoted from the stock room to counter sales and Harold Jones, a ten-year employe, has joined the North Little Rock branch as outside salesman. He was formerly a counter salesman. J. C. Oslin, who has been in automotive sales for 25 years, has joined the company's sales force.

Aro Appoints Sprow

Appointment of Robert E. Sprow as division manager for lubricating equipment sales in Aro Equipment Corp.'s newly-established Florida division has been announced by H. F. Freyer, general sales manager—lube equipment. Sprow, whose 19 years with the company were spent in the promotion and sales of lubricating equipment, will headquarter at 1040 Fort Harrison, Clearwater, Fla.

WANTED

**DEALERS FOR THE NOVI DELUXE
AUTOMOBILE AIR CONDITIONERS**



NOVI No. 1 **QUALITY
PERFORMANCE
PRICE**

**Superior Cooling
Beautiful Design Advanced Engineering
Greatly Reduced Installation Time**

Adapter kits packaged and sold separately for greater flexibility in sales. Five Novi warehouses assure fast delivery and lower inventory investment.

90 DAY WARRANTY ON PARTS

**SPECIAL
DEALER
PRICE** **\$182⁵⁰**

Complete with clutch
Federal Excise Tax
included.

F.O.B. nearest Novi warehouse

NOVI SALES AND SERVICE CO., INC.

WAREHOUSES: 2501 South Grand Avenue, Los Angeles, Calif. • 2112 West 7th Street, Fort Worth, Texas • 2932 Troost Avenue, Kansas City, Missouri • 20830 Coolidge Hwy, Detroit, Mich. • 190 Fourteenth St., N.W., Atlanta, Ga.

For information, write Novi Sales and Service, 20830 Coolidge Hwy, Detroit, Michigan

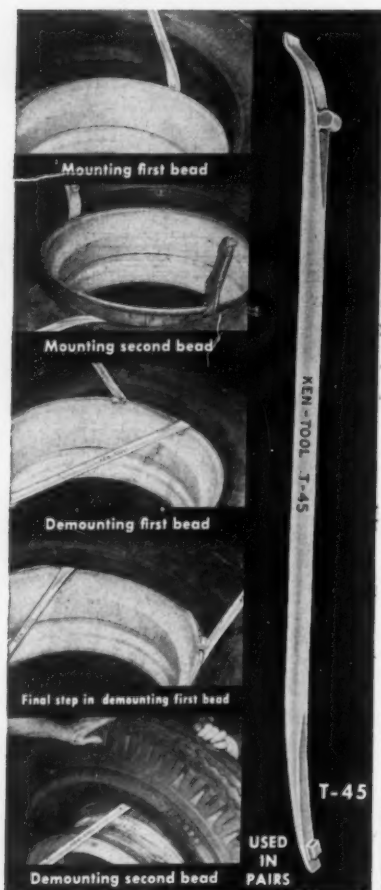
Change **TUBELESS** Tires
TRUCK

Faster-Easier

KEN quality
job-designed
T-45 TIRE TOOLS
TRUCKS - BUSES
TRACTORS

Used and recommended by leading tire makers. New, improved design for mounting and demounting tubeless truck tires on new one-piece drop-center rims without damage to sealing features. Simple instructions with set of tools. Length: 38".

USED IN PAIRS



SEE YOUR JOBBER!

SAVE LABOR, TIME AND MONEY.
INSIST ON KEN TOOLS. Finest Quality
and Design. Largest Exclusive Mfrs. of
Tire Changing Tools and Equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO

Commercial Solvents Names Region Heads

MARKETING operations for Peak and Nor'way anti-freeze and automotive chemicals have been realigned by Commercial Solvents Corp. into three major regions—each with a sales manager—while T. Austin Young, formerly in



T. Austin Young

charge of the company's district sales office in Atlanta, Ga., will head up nationwide sales.

B. D. Durkin will head eastern sales, with headquarters in New York City. G. B. Dace, headquartered in Chicago, will be in charge of central regional sales, and K. E. Mansfield will handle western sales from Kansas City. Dace was formerly in charge of sales in Kentucky and Tennessee, while Mansfield headed up the Kansas City district sales office.

Seven Southerners Meet With AC Council

SEVEN Southern members of the AC Spark Plug 1960 Distributor Council, which met recently in Flint, are:

Bernard H. Brown of Sam Brown Auto Parts Co., Kansas City, Mo.; Bob F. Deriso of Tampa Auto Parts, Inc., Tampa, Fla.; Max B. Furman of Replacement Parts Service, Inc., Baltimore, Md.; Benjamin Keam, Jr., of Monarch Auto Supply Co., Covington, Ky.; L. M. Landa, Jr., of Texas Parts & Supply Co., Inc., Houston; George R. Pitcher of Automotive Distributors, Inc., Kansas City, Mo., and Arnold J. Siegal of Alabama Auto Parts Co., Birmingham.

The council was established five years ago to strengthen relationships between AC and its distributors and retail outlets. Three meetings are scheduled each year.

MASTER BOND
PLASTIC METAL
BONDS ANY
MATERIAL

Strong and Durable

Economical and easy to use in home or shop. Bonds metals, wood, glass—any material—permanently.

Now in convenient tubes containing steel and catalyst



STEEL



CATALYST

Other WHERRY Products

- Master Recams
- Fast Oil Changer
- Muffler Seal
- Body Plastic

Visit our display booth #261 at the Southwest Automotive Show in Dallas. See amazing demonstrations of the WHERRY products.

WHERRY

ENGINEERING CO.

3617 Washington Avenue, Houston, Texas



Election of James B. Bushyhead as executive vice president of Moog Industries, Inc., has been announced by President Hubert C. Moog. Formerly vice president—sales, Bushyhead joined the company in 1940 in advertising and sales promotion.

New York Show Sets Record of 34,452

ALL attendance records for Automotive Service Industry Shows were smashed last month when 34,452 people went through the gates of the Coliseum in New York City Feb. 10-13.

Attendance made up of ASIA and MEMA members, overseas guests, invited jobbers and other guests totaled 17,093.

People from retail automotive outlets who attended Feb. 12-13 totaled 17,359, compared with 6,818 for the two trade days of the show a year ago at Chicago.

The show filled four floors of the Coliseum, 487 manufacturers filling 1,335 booths.

GE Lifts Gomer Davis

Gomer F. Davis, formerly sales manager, has been promoted to marketing manager of the Miniature Lamp Department of General Electric Co. He was one of the principal speakers at the annual convention of the Florida Automotive Wholesalers Association at St. Petersburg last November.

Auto Test Names Saunders

Appointment of J. Paul Saunders of Bowling Green, Ky., as regional representative for Auto Test precision automotive electrical testing equipment has been announced by Auto Test, Inc.

The **Rogers** rebuilt engines have been added to the lines of **Partso** Automotive Supply Co. of Tampa, Fla.

Jacksonville Jobbers Donate School Bus

A 54-PASSENGER school bus was presented recently to the Pine Castle School for retarded children by the Jacksonville (Fla.) Automotive Jobbers Association.

The association chairman, Frank Kirby, made the presentation to H. M. Tomlinson, president of the North Florida Association for Retarded Children, and Clifford Horst, director of the local school. Other members of the jobber

group who participated in the presentation were Ben Carlin and J. F. McEvoy.

Tarheels to Meet at Beach

The annual convention of the North Carolina Automotive Wholesalers Association will be held June 17-18 at the Biltmore Hotel at Morehead City, Executive Secretary Jesse F. Jones, Jr., announced. Allen Lewis of Mac-Millan & Cameron Co., Wilmington, is president.

IT'S EASIER TO SELL the "Whis-purr" quiet muffler that stretches fuel dollars, lasts longer and COSTS LESS

Grand

QUIET-TONE
HI-EFFICIENCY fiberglass-packed
MUFFLERS

PRICED
24% to 66% LOWER
than factory duplicates

1966-69 MODELS	Factory Duplicate Replacement Mufflers	Quiet-Tone Hi-Efficiency Fiberglass Mufflers
Buick	\$18.50 - \$28.00	\$9.70 - \$16.00
Cadillac	16.25 - 21.70	9.20 - 9.70
Chevrolet	13.50 - 14.40	8.65
Chrysler-DeSoto	12.65 - 21.35	9.20 - 10.00
Dodge	12.25 - 16.95	8.65 - 10.00
Ford	12.10 - 14.20	9.20 - 9.40
Mercury	17.07 - 28.90	9.20 - 9.70
Oldsmobile	14.25 - 19.30	9.20 - 12.20
Plymouth	12.25 - 16.95	8.65 - 9.20
Pontiac	11.50 - 15.75	8.65 - 9.70
Rambler	11.55 - 15.40	8.65 - 9.70

A model to fit every car.

ALSO complete lines of Chrome Side Pipes and Lakes Pipes plus Dual Exhaust Systems

STRAIGHT-THRU CONSTRUCTION delivers full horsepower - makes driving more economical with more mileage from every gallon of gas. Exclusive **TURBO-JET DIFFUSER** eliminates back pressure . . . **THERMO-DYNAMIC HEAT CONTROL** inhibits rusting out - adds long life to the most efficient muffler you can sell.

WRITE TODAY for CATALOGS and PRICES

Grand

AUTOMOTIVE PRODUCTS

2055 North Ruby Street • Melrose Park, Ill.

50% Report Drop in Sales Volume, Blaming Weather, Strike; 35% Rise

SALES volume declined for many jobbers over the South and Southwest in January from the business they chalked up for the same month of last year.

Replies to a questionnaire mailed to 350 showed 50% in the down column, 35% with higher sales and 15% with no change.

This was the first time in a number of years that such a high percentage reported a drop. Bad weather—usually sustained rains or too-warm winter months—and the steel strike got the blame in most instances for the decline.

In keeping with the optimism expressed by many factory execu-

tives and wholesalers at the International Automotive Service Industries Show in New York last month to SAJ editors, the reporting jobbers frequently expressed a ready belief that they would climb into higher sales ground as the year wore on. In fact, some said the higher trend began last month despite declines of a few percentage points to as much as 25% for January.

An Oklahoman pointed out that with recent heavy rains, "prospects for the 1960 crops are very good." His volume was the same in January as for the same month of '59.

A San Antonio executive said his volume was unchanged also, but added:

"Considerable new construction (commercial) and expressway

THE  DOOR-TO-DOOR MAT PROTECTORS

Olympian ACE

FROM

SPECIALY DESIGNED FOR COMPACT CARS
A complete line for standard cars, too.



CLEAN LINES! QUALITY!
Sell these richest looking, "most for your money" mats. Made of quality "live" rubber, in five colors.

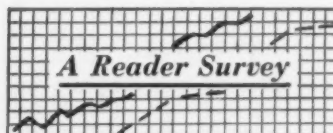
Brilliant Gold Medallions
will not scuff or rub off. Olympian mats, for front and rear, are matchless in Elegance, Quality, Service.

At Better Jobbers Everywhere



ACE RUBBER PRODUCTS, INC.
100 Beech St. Akron 8, Ohio

ACE Sets the Pace



work promise much local activity and progress for 1960."

An Arkansas jobber reported:

"It is holding about the same, but having to work like hell to keep it up."

Volume continued to skyrocket for some wholesalers along the lower Florida peninsula—both East and West Coasts. One added a salesman and said this and "growth of this area" accounted for a 40% rise in sales.

There were few instances of sharp increases such as were being reported so frequently last year. A Tennessean's business was up five per cent and he said he was striving for a ten per cent jump for the year.

A North Carolinian's sales were up by this latter figure and he asserted:

"Business looks good for '60."

Another metropolitan Tarheel reported sales up 37% after having opened a local branch.

Reports on the down side included:

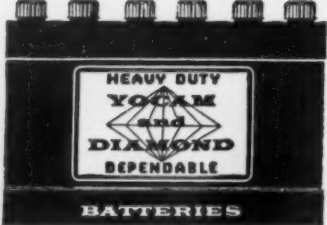
A small-city Tennessean — "We're off 15%."

A small-city Alabamian—"Off ten per cent—steel strike."

A small-city Mississippian—"About 25% less."

From North Carolina's eastern tobacco-growing region — "15% lower. We had about \$15 million shortage in the tobacco crop in this area."

ISMA APPROVED



BATTERIES

ASK YOUR DEALER OR JOBBER
**WE OUTSELL . . . BECAUSE
WE OUT SERVE**

**DIESEL
MARINE
INDUSTRIAL
AIRCRAFT
MOTORCYCLE
COMMERCIAL
AUTOMOTIVE**

YOCAM BATTERIES, INC.
TAMPA - MIAMI - JACKSONVILLE
PENSACOLA - ORLANDO, FLA.
MOBILE, ALA. - COLUMBUS, GA.



tire & tube repairs do a better job **FASTER!**

Because they're designed to do a better repair job in less time per repair, Akro tire and tube repairs mean you can make that much more money on each repair job, and there's an Akro repair for every repair application. Ask your jobber about Akro and get started on the road to more profitable tire and tube repairing business!



Akro "Automotive Service and Know-How Since 1929"
BUXBAUM PRODUCTS CO.
 CANTON 2, OHIO

A Kentucky city jobber—"Slow getting under way, mainly account of weather. Have had no real winter. Off one per cent in parts sales and 15% increase in shop labor."

The frequent "downs" of five to 15% came from most regions of the Southland.

A small-city Texan's volume was off 22½% because of "no sales of winter items this period, while heavy sales last year."

He assailed "price cutting now by car dealers on many well-known trade-branded items, plus competition from petroleum companies. They seem to be gaining more and more control."

From West Virginia—hard hit by the coal market's decline—came a report of 30% off in January sales, but, said this jobber, "February so far has been showing a very satisfactory increase over January 1960."

One Texan, whose sales were down ten per cent, said:

"We would like to see end of premium deals."

Another Texan's volume dropped 30%. Of his market he said, "It's too wet to plough!"

A well-known South Carolinian reported sales declined from \$44,758 to \$42,419 and observed:

"Maybe we need to work harder."

A well-known Georgian heading a big operation reported a rise of 3½% and commented:

"Money is tight and service stations seem to be in a slump."

Mirror Group Elects Putterman President

MILTON Putterman of Yankee Metal Products Corp., Norwalk, Conn., has been elected president of the new Automotive Mirror Manufacturers' Group of Motor and Equipment Manufacturers Association.

Starting off with 12 charter members, the group expects to grow by promoting a better knowledge of the manufacturing and marketing of outside mirrors for automobiles. Its aims are to establish and maintain high standards of ethics among its members, initiate and support safety, good car-keeping and other programs which will generate greater industry prestige and customer respect. Directors include Joe Robins of the Roberk Co., Milton Tenenbaum of Lake Erie Industries, Inc., Putterman and Norman Sobol of C. M. Hall Lamp Co.

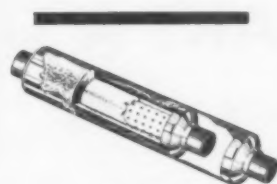
A Jewel



of a muffler!

That is what Smithy's brings to you in our **Ruby Anniversary** year—the new **Hi-Lo** performance muffler!

We set out 3 years ago to develop a new sound in packed mufflers—with the quiet expected from stock and the authoritative tone of a Smithy straight-through. Research and endless testing, hard headed practical engineering, and a lot of work and imagination—have combined to produce the Hi-Lo, this new Smithy muffler which filters out objectionable high frequencies and modifies the low frequencies to give a modern tone to all modern automobile exhaust systems.



Hi-Lo FEATURES

NEW FUNCTIONAL DESIGN

13 GAUGE CAPS

SIGMA WELDS (for complete blow-out protection and smart custom finish)

3¾" O.D. HEAVY DUTY CASE

PRECISION CALIBRATED RESONATING CHAMBER (to soften low frequencies)

NEW CORE PERFORATION PATTERN (to give more exposed area of glass packing for better high frequency filtering)

UTILITY MAT WRAP (to protect the packing)

ULTRALITE (the top performance glass packing)

Ask your distributor for the 1960 Smithy catalog or write direct.

Smithy's MUFFLER CO. INC.

6009 S. Malt Ave., Los Angeles 22, Calif.

BIG profits *for Car Dealers*



Cash In on this
Fast-selling Accessory
The Amazing New

FOLD-N-ROLL COMPACT TRAILER

OPENS in a jiffy . . . ready to go! Hauls up to ¼ Ton of LUGGAGE, SPORTS GEAR, UTILITY LOADS.

FOLLOWS like a Shadow at highway speeds!

FOLDS to golf bag size when not in use. Easily stored on bumper or in trunk.

**Ideal for Compact Cars • Sports Cars
Big Cars too!**

WRITE FOR DETAILS ON MONEY-MAKING DEALER FRANCHISE PLAN TODAY

AWARD MFG. COMPANY
660 WEST 17TH STREET • COSTA MESA, CALIFORNIA



TAKE A GOOD LOOK

CHECK THESE

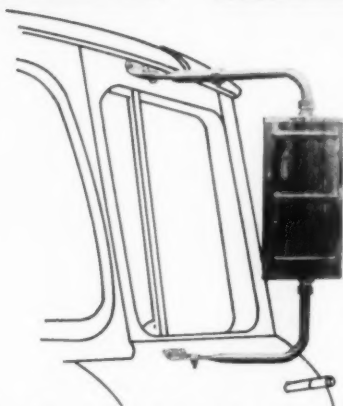
FOR . . .

QUALITY

PERFORMANCE

BEAUTY

VALUE



**THE GOOD LOOK IN MIRRORS IS THE CORONADO LINE
THE ORIGINAL TIP N' TILT MIRROR**

DESIGNERS AND MANUFACTURERS
OF
ENGINEERED AUTOMOTIVE ACCESSORIES

CORONADO



P.O. BOX 2108
LONG BEACH, CALIF.



MIRRORS FOR EVERY USE

Thayer Explains Who Will Direct ASIA

WHO has been directing the affairs of the year-old Automotive Service Industry Association and who will do it in the months ahead?

Les A. Thayer of Belden Mfg. Co., Chicago, who was elevated from first vice president to president of ASIA, told the first annual convention at New York's Carnegie Hall last month:

"I feel that I should mention briefly here some things concerning my philosophy of management. I believe that the old, autocratic idea of 'one man'-'lone wolf' type management is as dead and antiquated as the old brass cuspidor.

"I believe and practice the more modern and effective method of 'management by committee.'

"Therefore, I feel great responsibility should be placed on the shoulders of our executive committee and board of directors in matters of 'policy,' 'organization' and/or any matter affecting the welfare of our membership, rather than place undeserved burden on our executive secretaries. That is the general line which has been followed and will continue under our stewardship."

B. W. "Whit" Ruark managed MEWA and J. L. "Jack" Wiggins managed NSPA before the two groups merged into ASIA. They are now co-managers of the combined association.

First Supply Opens Texas Branches

Two new branch stores—one at Clarendon and one at Stratford—have been added in West Texas by the First Supply Co. with headquarters in Amarillo, Texas. Three other branch stores were already in operation at Borger and Plainview, Texas, and Tucumcari, N. M.

The Stratford store is managed by Curtis Ritchey, formerly of Dalhart, and the Clarendon branch manager is Basil Smith, formerly with an automobile dealer in Clarendon. This store features a machine shop equipped to rebuild tractor, irrigation and other heavy engines. It was formally opened Jan. 28 and 29 and a number of door prizes were awarded.

The opening was personally supervised by Stanton Thatcher, president and owner, with Tom Thatcher, J. D. Smith, Andy Harp and Manager Basil Smith.

Thayer Asks Al Swank To Take a Bow

LES A. Thayer, in his president's acceptance remarks at the ASIA convention last month, turned the spotlight suddenly on the Texan who started him off in the automotive business.

Thayer called on A. A. "Al" Swank of Beard & Stone Electric Co., Dallas, to stand up before the throng of more than 2,000 to be recognized as Thayer's first employer.

In the more recent years ASIA's president has been directing sales of Belden Mfg. Co., Chicago. He has retained, however, much of his Texas "atmosphere."

Shortly after his service in World War I Thayer became a salesman in Texas for Beard & Stone. His first service with Belden was as a salesman in Houston. His responsibilities were expanded and he progressively moved to Dallas and Kansas City. He became general sales manager in 1958 of both the OEM and distributor divisions.

Glide Control Names Paulis

Oscar Paulis of Oscar P. Paulis Adjustment Co., 808 Chestnut St., St. Louis, Mo., has been appointed franchise distributor of Glide Control Corp. products in Missouri and Kansas, according to William P. Pollock, president of Glide Control. Initially, Paulis will handle sales of the company's electro-mechanical automobile speed stabilizer, said to be the first low-cost unit of its kind adaptable for use on any make of car.

Floridians Select Nov. 17-19

The annual convention of the Florida Automotive Wholesalers Association will be held Nov. 17-19 at the George Washington Hotel in Jacksonville, Executive Secretary H. V. "Bo" Bodine announced. A. H. "Al" Hines of Hollywood is president.

Rex Supply (formerly **Galax Auto & Electric Supply**) of Galax, Va., is now warehouse distributors for **Gates Rubber Co.**, according to owner **Rex M. Sage**.

Chicago Pneumatic has been added to the lines of **Piston Ring & Supply Co.**, LaGrange, Ga., according to President **Ray C. Birdsall**.

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Stock Krylon, the modern pushbutton line, and watch it move! A wide variety of spray paints and other products your customers need and look for with smart package design and stylish display for eye-appeal and impulse sales! See for yourself how one Krylon product sells another—and another! Phone your jobber today!

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IN DALLAS



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CLOVER Valve-Grinding COMPOUND

Dishonesty May Kill Redistribution, Well-Attended ASIA Meeting Told

"You may see redistribution totally abolished" because of a "lack of honesty" on the part of some in the aftermarket.

That's what Warren Porter said at the first annual convention of the Automotive Service Industry Association at New York last month in reading the text of an address by his colleague, J. H. Mehan, manager, Distributors Institute, Chicago, who could not speak due to breaking his hip in a fall.

Jobbers engaging in redistribution "must keep books honestly" and "report accurately" or a law may be enacted to correct the flagrant abuses which have been uncovered throughout the country, Porter said.

He declared that the aftermarket industry "will show a 100% gain in over-all volume in the next eight years"—or at least by 1970.

Porter said, "We have seen many old jobbers blow away for

lack of executive succession"—not preparing for their successors to take over.

Thousands of manufacturers and jobbers attended the convention and IASI Show, the latter being held for four days following the two-day convention.

Speakers included Labor Secretary James P. Mitchell, Charles H. "Chuck" Davis, executive editor of *Jobber Product News*, Chicago; Charles S. Rogers of P & D Mfg. Co., who was chairman of the show's joint operating committee; Charles E. Cullen of Charlotte, N. C., a sales development authority; Victor L. Toft of Omaha, ASIA's retiring president; Tom Payne, Jr., of Okmulgee, executive secretary of the Automotive Wholesalers of Oklahoma; Morrill Palmer of Trackman Auto Supply Co., Joliet, Ill.; Rep. James Roosevelt (D-Calif.); John G. Irvin of Kentucky Ignition Co., Lexington, who predicted a 25% increase in his firm's sales volume

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The all-purpose concentrated gasoline engine conditioner!

A CAPFUL IN THE GAS TANK
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No. DU-68 "Reversible" Clutch Head Screw Driver. Two most popular clutch head screw sizes on one tool. \$1.80 ea.

No. DD-211 "Delco" Distributor Tool. Helps you change distributor points easier and faster. \$1.50 ea.

No. BT-47 "Bendix" Brake Tool. Made of chrome vanadium steel. For all late model cars. \$1.30 ea.

No. HK-17 Hex Key Wrench Set. Seven piece set has most popular sizes. Fits pocket or tool box. \$1.30 ea.

No. SP-19 Electric Tester and Probe. Tests spark plugs, ignition coils, electric outlets. \$1.20 ea.

Ask your jobber salesman to show you the new VACO Walking Display . . . which features all the new specialty numbers illustrated in this ad. Or, look for them at your Jobber's . . . on VACO's colorful Counter Card.



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Three out of the four top leaders of ASIA for this new year are Southerners or with Southern backgrounds. They are (l. to r.): Gene P. Roberts of Carter Carburetor Division, St. Louis, Mo., second vice president; J. A. "Jack" Bryant of Motor & Electric Supply Co., Bowling Green, Ky., first vice president (and under the procedure used at this first convention last month could be expected to advance to the presidency a year from now); Les A. Thayer of Belden Mfg. Co., Chicago (who worked for years with Beard & Stone in Texas), president, and Jay T. Davis of The Motor Parts Co., Corpus Christi, third vice president. The latter is a past president of the Automotive Wholesalers of Texas and of the now-dead-one-year Motor and Equipment Wholesalers Association. Victor L. Toft of Omaha was the retiring president. ASIA's secretary is J. B. Farber, a jobber of Rochester, N. Y., and the treasurer is Edward Gammie of Victor Mfg. & Gasket Co., Chicago.

this year over '59 and a corresponding increase in net profit; Harold T. Halfpenny and George Howell, ASIA legal counsel, and Earl Nightingale, Chicago lecturer.

An estimated 500 had to be turned away from the membership banquet for lack of space.

Among speakers at the young executives' forum meeting was Leonard M. Quinn of Auto Accessories, Co., Alexandria, Va.

Attendance at the convention on the part of jobbers was noted to be swollen particularly by many wholesalers representing the Southeastern states.

ASIA's 1961 convention will be held in February in conjunction with the Pacific Automotive Show at Los Angeles.

Paul Auto Supply Co. of Washington, N. C., has added the Rogers motors, Manager C. S. Graves announced.

NODULAR CAST CRANKSHAFT



Crankshafts can be reclaimed satisfactorily by our ARCWELL Process with a fused Chrome-Nickel application.

Top photo—Thrust surface repairing.
Bottom—Complete shaft reclaimed.



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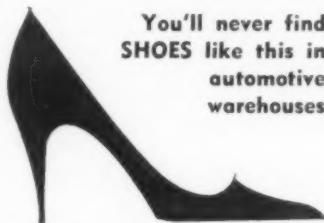
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The line that is fully guaranteed.

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CO.**

Greenville, S. C.



Newly-elected directors of ASIA include (l. to r.): front row, J. A. Anderson of AC Spark Plug Division, Flint, Mich., Henry Trauscht of Evanston, Ill., E. A. Littrell of Medford, Ore., J. P. Farber of Rochester, N. Y., John F. Creamer, Sr., of New York City, Charles S. Rogers of P & D Mfg. Co., Long Island City, N. Y., Rollin McBurney of West Los Angeles, Calif., and Chester A. Klein of New York City; standing, Don H. Teetor of Perfect Circle Corp., Hagerstown, Ind., Edward Gammie of Victor Mfg. &

Gasket Co., Chicago, D. D. "Drex" Minshall of The Gates Rubber Co., Denver, H. R. Askins of Mesa, Ariz., John Reynolds of Straus-Frank Co., San Antonio, C. Howard Hout of Keenan Auto Parts, Albany, Ga., William J. Barron of Cedar Rapids, Iowa, L. T. White, Jr., of Motor Bearings & Parts Co., Raleigh, N. C., H. McMahan of Alberta, Canada, M. W. Bazner, Sr., of Ammco Tools, Inc., Chicago, and C. A. Klaus of MarPro, Inc., Chicago. The show which followed this association's convention set up a record attendance.

Virginian Elevates Two

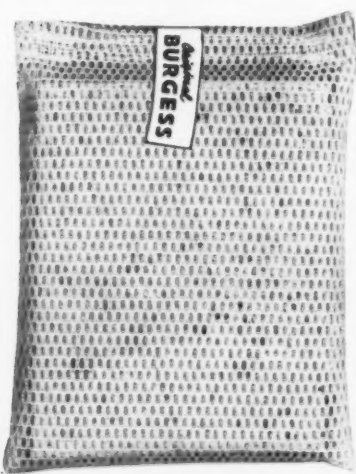
Henry C. Bernick, Sr., has been elevated to sales manager of Chesapeake Auto Supply Co., Inc., Norfolk, Va., while E. B. Gray,

vice president and former sales manager, was placed in charge of the company's redistribution division, President Edward J. Brickhouse announced. Formerly assistant sales manager, Bernick has

been with the firm for 15 years and Gray, 32 years.

Acme paint has been added by Bowman Auto Parts Co., Fort Valley, Ga.

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The original bug sponge—
the finest of them all!



GREAT NEW ORDER GETTER

Big space ads in Gasoline Retailer are telling your customers that you will give them a 98¢ BURGESS Bug Sponge FREE! It's true! This free offer from BURGESS is yours to use to make more sales!

Get set for customers to come clamoring! Phone or write NOW!

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CELLULOSE COMPANY
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New fast acting penetrant and rust solvent... saves time, trouble, money and tempers. Available in pressurized cans or regular pints and gallons.

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P. O. Box 844 • Camden 1, New Jersey



Appointment of Roy E. Davis (above), 25-year aftermarket veteran who resides in Atlanta, as regional sales manager for the South and Southwest was announced this month by S. M. Kennedy, vice president, Aluminum Industries, Inc., Cincinnati. Davis joined Permrite over three years ago. Headquartering at Atlanta, he will direct seven men's field sales activities. Davis is well known over the South.



Officers of Automotive Booster Clubs International for the new year and the first Southerner to be chosen "Mr. Booster" of the year took time out for this picture at New York last month (l. to r.): seated, M. I. "Mose" Hudson of Jacksonville, Fla., first vice president; Joe Del Greco of Cincinnati, president; V. C. Condon, Jr., of Bothell, Wash., second vice president, and Miss Gretchen E. Rider of Chicago, executive secretary; standing, J. Ed. Moon of Jacksonville with his "Mr. Booster" award; James F. Boyle of Detroit, secretary; T. H. Everett of Dallas, treasurer, and these past international presidents: Charles Carter of Toronto, E. C. Abdelnour of New York and W. L. Knoyer of Detroit. Moon is a past president of B-36, Jacksonville.

Beard & Stone Buys Gibson

Acquisition of the J. J. Gibson Co. of Dallas and Houston, Texas, by Beard & Stone Electric Co. has been announced by E. C. Beard, board chairman of Beard & Stone.

J. A. Massey, Jr., president and general manager of the Gibson firm, will remain in Dallas to head the company and has been named

a vice president of Gulf & Western Corp., parent company of Beard & Stone. All other Gibson employees were retained.

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ALL-NEW, ALL-CAR PROTECTION!

FINE-MESH MONEL METAL SCREEN KEEPS carbon, dirt, gum and other foreign matter OUT of automatic choke mechanism...

- makes starting easier
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Winners of the essay contest on "The MAN in MANAGEMENT: His Responsibilities and Opportunities," sponsored by the ASIA Young Executives Forum, each received a check for \$100 and transportation costs to present their essays at Carnegie Hall during the ASIA national convention in New York. Howard A. McMurchie (left), forum secretary, presented the checks to John Irvin (center), sales promotion manager, Kentucky Ignition Co., Inc., Lexington, wholesaler winner, and Robert Kraud, assistant to the president, Bar's Product Supply Co., Inc., Holly, Mich., manufacturer winner. Irvin, 35, is a graduate of the University of Kentucky and a veteran of World War II. Honorable mention went to David E. Kile of Thomas S. Perry Co., Inc., Atlanta, Ga.

AWDA Membership Approaches 200

EIGHT new distributor members and seven manufacturer affiliates have pushed the membership of the Automotive Warehouse Distributors near 200.

New distributor members include Central Florida Parts, Inc., of Orlando, Fla., and United Warehouse, Inc., of Jacksonville.

Thor Promotes Bank

Appointment of John P. Bank as national service manager of Thor Power Tool Co. has been announced by President Neil C. Hurley, Jr. Bank, who has been with Thor since 1935, will be in charge of expansion and improvement of service and repair operations in the company's 23 branches in the U. S. and Canada.



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PRECISION ENGINEERED AUTOMOTIVE PRODUCTS

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SAFE-T-BEAM™ HEADLAMPS...YOU SAVE MORE THAN \$5⁰⁰!**

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Mask Tires in 10 Seconds



**NEW SNAP-ON
MAGNETIC
TIRE SHIELD**

- Fits Any Size Wheel
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- \$3.95 each, \$14.95 set of 4

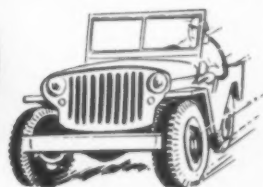
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**RMC HEAT BAND
68,000 MILES**

Note good condition of RMC Heat Band around margin and seat even though surface of head is badly eroded.



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20,000 MILES**

Note Failure caused by seat burning. Compare with illustration above. RMC Heat Band prevented this type of failure.

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RMC "Heat Banded" Valves of Bi-Metal (2 piece) construction feature Stellite faces with a Stellite band fused around the outer edge of their Austenitic (non-magnetic) steel heads. Stem diameters match sodium cooled Valves—need no special guides or installation—give maximum heat dissipation—will not seize or bind.

LOWER COST—BETTER PERFORMANCE

Heat Bands cost less than sodium Valves. Yet, they give greater performance. A trial will show you.

Actual results achieved in a Reo Gold Comet Engine by Goethals Automotive Supply, Inc., Grand Rapids, Michigan.

COMPLETE COVERAGE VALVE TRAIN PARTS

VALVE SPRINGS	ROTATOR VALVE
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Warehoused in all principal cities. Sold by leading Replacement Parts Wholesalers everywhere.

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BATTLE CREEK, MICH.



Thomas C. "Tom" Brown (top), 43, formerly Southeastern district manager for White Machine Works, with headquarters in Atlanta, Ga., has been promoted to sales manager and transferred to central offices in Eau Claire, Wis. A native of Atlanta, Brown is a business administration graduate of Emory University of that city and a past president of Automotive Booster Club B-6. He has been with White approximately ten years. His successor in the Southeast is O. T. Voyles (bottom), 29-year veteran in the aftermarket, who resides at Atlanta, L. V. L. "Robbie" Robertson has been appointed Florida district manager, headquartering in Miami, and George L. Duncan, Jr., will manage Mississippi, Louisiana and western Tennessee out of Jackson, Miss.

Purolator Names Six For the South

PERSONNEL changes affecting six men in the South, announced by Purolator Products, Inc., are:

Carroll B. Clark of East Point, Ga., manager of division sales in that state; Robert S. "Bob" King of Lexington, in charge of sales in Kentucky, and the St. Louis area of Missouri will be handled by Robert G. "Bob" Lindenberger, of that city. New district representatives include Thurman Chambers, Jr., of Salem, Va., for Virginia and North Carolina; Harry E. Goff for Kansas and Ronald L. Lewis for northern Texas.



NOW jobbers can stock all popular sizes and colors with minimum inventory.

This 16" x 32" metal rack holds 35 HANDY SPOOLS. 35 different sizes and colors available.

A NEW IDEA IN WIRE PACKAGING!

A HANDY SPOOL IS

18 ga.	100 Ft. per Spool	EVERY
16 ga.	75 Ft. per Spool	SPOOL
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12 ga.	35 Ft. per Spool	FOR THE
10 ga.	20 Ft. per Spool	SAME
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In both stationary & portable models. Equipped with 1/3, 1/2 or 3/4 H.P. motors. Compressors built for heavy duty. All units come with 10 ft. cord & hose, plus other standard equipment.

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Combines four motor oil additives into one balanced concentrate of three top blends

No other lube oil on the market — at any price — can compare with this top-level 8% detergent and zinc inhibitor . . . 10% Viscosity — Index improver . . . 2% 100,000 P.S.I. anti-wear metal smoother . . . 80% narrow cut.

Insist on World's Best Lubricant
Developed by German & U. S. Scientists in 1947
Chemical Research Laboratories, Superior, Wisc.

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**TWO NEW REASONS WHY
Hull Auto Compasses
SELL BEST**

• Two new, metallic colors, Satin Silver and Golden Bronze, make handsome, accurate, durable Hull Compasses more salable than ever. Customers know that Hull's beauty is more than skin deep. Dealers, too, prefer Hull — for steady sales and profits, for wide variety of merchandising assortments.

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(Silver or Bronze) \$4.50 List
No. 800 Beaconlite Illuminated
(Silver or Bronze) \$7.50 List
No. 700 Streamline (Sand, Gray,
Black, Blue, Green) \$5.95 List
No. 800 Beaconlite (Sand, Gray,
Black, Blue, Green) \$4.95 List



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NAME FOR 27 YEARS**
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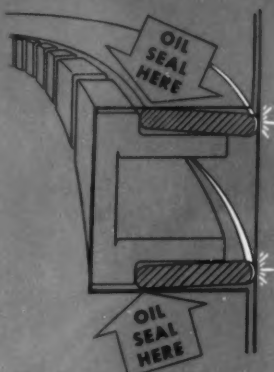
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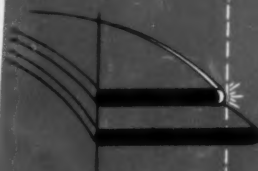
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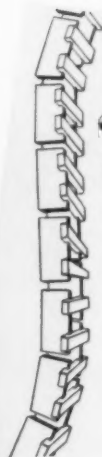
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stops oil creep on all piston
strokes, regardless of
high vacuum operation.

“**IMMEDIATE
SEAT IN**”



C-9's narrower rails speed up
seating — there's less “bulk”
metal to resist wall deformity.
Takes 50% less pressure
to conform, too. Chrome is
lapped in at the factory.

“**FINEST
CONFORMABILITY**”



C-9's backbone is stout,
gentle, big-shouldered.
A snap to install. Won't
overlap in the groove.
Provides easy, no-push
pressure against rails
without shims. Conforms —
fits like a glove.

Ramsey Corporation, 3693 Forest Park Blvd., St. Louis 8, Missouri.
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